

Daftar Isi

| | |
|---|------|
| Pernyataan Keaslian Karya Tulis Skripsi..... | ii |
| Kata Pengantar | iii |
| Daftar Isi..... | v |
| Daftar Tabel | viii |
| Daftar Gambar..... | ix |
| INTISARI..... | xi |
| ABSTRACT | xii |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 5 |
| 1.3 Pertanyaan Penelitian..... | 6 |
| 1.4 Tujuan Penelitian | 6 |
| 1.5 Motivasi Penelitian..... | 7 |
| 1.6 Manfaat Penelitian | 8 |
| 1.7 Kontribusi Penelitian..... | 9 |
| 1.8 Ruang Lingkup dan Batasan Penelitian | 9 |
| 1.9 Sistematika Penulisan..... | 10 |
| BAB II TINJAUAN PUSTAKA..... | 11 |
| 2.1 Landasan Teori..... | 11 |
| 2.1.1 UMKM..... | 11 |
| 2.1.2 Cloud Computing..... | 12 |
| 2.1.3 Mobile Point of Sale..... | 13 |
| 2.1.4 Theory on Acceptance Technology | 15 |
| 2.1.4.1 Technology Acceptance Model (TAM)..... | 15 |
| 2.1.4.2 UTAUT | 16 |

| | | |
|---|--|-----------|
| 2.2 | Penelitian Terdahulu | 18 |
| 2.3 | Pengembangan Hipotesis | 22 |
| 2.3.1 | Performance Expectancy..... | 22 |
| 2.3.2 | Effort Expectancy..... | 24 |
| 2.3.3 | Social Influence..... | 25 |
| 2.3.4 | Facilitating Conditions | 26 |
| 2.3.5 | Behavioral Intention..... | 27 |
| 2.4 | Model Penelitian | 28 |
| BAB III METODOLOGI PENELITIAN..... | | 29 |
| 3.1 | Desain Penelitian..... | 29 |
| 3.2 | Definisi Operasional Variabel..... | 30 |
| 3.2.1 | Variabel Dependen..... | 30 |
| 3.2.2 | Variabel Independen | 30 |
| 3.3 | Populasi dan Sampel | 31 |
| 3.3.1 | Populasi..... | 31 |
| 3.3.2 | Sampel..... | 31 |
| 3.4 | Instrumen Penelitian..... | 33 |
| 3.5 | Teknik Pengumpulan Data | 36 |
| 3.6 | Teknik Analisis Data..... | 37 |
| 3.6.1 | Structural Equation Modelling (SEM)..... | 38 |
| 3.6.2 | Partial Least Square (PLS)..... | 39 |
| 3.6.3 | Measurement Model Analysis..... | 40 |
| 3.6.4 | Structural Model Analysis..... | 41 |
| 3.7 | Uji Kualitas Instrumen | 41 |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN | | 46 |
| 4.1 | Deskripsi Data..... | 46 |
| 4.2 | Karakteristik Responden | 47 |
| 4.3 | Analisis Deskriptif | 49 |
| 4.4 | Measurement Model Test (Outer Model) | 51 |
| 4.4.1 | Tes Realibilitas..... | 51 |

| | | |
|----------------------|---|----|
| 4.4.2 | Tes Validitas Konvergen..... | 53 |
| 4.4.3 | Tes Validitas Diskriminan..... | 55 |
| 4.5 | Structural Model Test (Inner Model)..... | 57 |
| 4.6 | Pengujian Hipotesis..... | 59 |
| 4.6.1 | Hubungan antara Performance Expectancy dengan Behavioral Intention terhadap penggunaan PoS..... | 60 |
| 4.6.2 | Hubungan antara Effort Expectancy dengan Behavioral intention terhadap penggunaan PoS..... | 61 |
| 4.6.3 | Hubungan antara Social Influence dengan Behavioral intention terhadap penggunaan PoS | 63 |
| 4.6.4 | Hubungan antara Facilitating Conditions dengan Actual Behavior terhadap penggunaan PoS..... | 64 |
| 4.6.5 | Hubungan antara Behavioral intention dengan Actual Behavior terhadap penggunaan PoS | 65 |
| BAB V SIMPULAN | | 67 |
| 5.1 | Simpulan | 67 |
| 5.2 | Keterbatasan..... | 68 |
| 5.3 | Implikasi..... | 69 |
| 5.3.1 | Implikasi Praktis..... | 69 |
| 5.3.2 | Implikasi Teoritis | 70 |
| Daftar Pustaka | | 71 |
| Lampiran | | 76 |