

## TABLE OF CONTENTS

<b>PREFACE</b> .....	<b>IV</b>
<b>TABLE OF CONTENTS</b> .....	<b>VI</b>
<b>TABLE OF FIGURES</b> .....	<b>X</b>
<b>TABLE OF TABLES</b> .....	<b>XI</b>
<b>ABSTRAK</b> .....	<b>XII</b>
<b>ABSTRACT</b> .....	<b>XIII</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 BACKGROUND.....	1
1.2 RESEARCH PROBLEM .....	5
1.3 RESEARCH OBJECTIVE .....	6
1.4 RESEARCH MOTIVATION .....	6
1.5 SCOPE OF RESEARCH .....	7
1.6 RESEARCH CONTRIBUTION .....	7
1.7 RESEARCH OUTLINE .....	8
<b>CHAPTER II</b> .....	<b>10</b>
<b>THEORETICAL FRAMEWORK AND LITERATURE REVIEW</b> .....	<b>10</b>
2.1 THEORETICAL FRAMEWORK.....	10
2.1.1 <i>E-Commerce</i> .....	10
2.1.2 <i>UniPin</i> .....	12
2.1.3 <i>Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)</i> .....	13
2.2 ANALYSIS MODEL.....	15

2.3 HYPOTHESIS DEVELOPMENT .....	16
2.3.1 Hypothesis 1 .....	16
2.3.2 Hypothesis 2 .....	16
2.3.3 Hypothesis 3 .....	17
2.3.4 Hypothesis 4 .....	17
2.3.5 Hypothesis 5 .....	18
2.3.6 Hypothesis 6 .....	18
2.3.7 Hypothesis 7 .....	19
<b>CHAPTER III .....</b>	<b>20</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>20</b>
3.1 RESEARCH DESIGN .....	20
3.2 POPULATION AND SAMPLE .....	20
3.2.1 Population .....	20
3.2.2 Sample .....	20
3.3 DATA COLLECTION METHOD .....	22
3.4 OPERATIONAL DEFINITION AND VARIABLE MEASUREMENT .....	23
3.4.1 Dependent Variable .....	23
3.4.2 Independent Variable .....	23
3.5 DATA ANALYSIS METHOD .....	25
3.5.1 Descriptive Statistics .....	25
3.5.2 Partial Least Squares .....	25
3.6 PILOT TEST .....	28
<b>CHAPTER IV .....</b>	<b>36</b>
<b>RESEARCH ANALYSIS .....</b>	<b>36</b>

4.1 DATA DESCRIPTION .....	36
4.2 RESPONDENT CHARACTERISTICS.....	36
4.3 STATISTIC DESCRIPTIVE .....	37
4.4 MODEL MEASUREMENT TESTING .....	39
4.4.1 <i>Convergent Validity Testing</i> .....	39
4.4.2 <i>Discriminant Validity Testing</i> .....	41
4.4.3 <i>Reliability Testing</i> .....	43
4.5 STRUCTURAL MODEL TESTING.....	44
4.6 HYPOTHESIS TESTING .....	45
4.6.1 <i>Performance Expectancy have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	46
4.6.2 <i>Effort Expectancy have a positive impact in behavioral intention to use UniPin e-Commerce.</i> .....	46
4.6.3 <i>Social Influence have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	47
4.6.4 <i>Facilitating Condition have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	47
4.6.5 <i>Hedonic Motivation have a positive impact in behavioral intention to use UniPinse-Commerce.</i> .....	47
4.6.6 <i>Price Value have a positive impact in behavioral intention to use UniPin e-Commerce.</i> .....	48
4.6.7 <i>Habit have a positive impact in behavioral intention to use UniPin e-Commerce.</i> .....	48
4.7 HYPOTHESIS TESTING RESULT .....	48

4.7.1 <i>Performance Expectancy have a positive impact in behavioral intention to use UniPin e-Commmerce</i> .....	48
4.7.2 <i>Efforts Expectancy have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	49
4.7.3 <i>Social Influence have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	50
4.7.4 <i>Facilitating Condition have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	50
4.7.5 <i>Hedonic Motivation have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	51
4.7.6 <i>Price Value have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	51
4.7.7 <i>Habit have a positive impact in behavioral intention to use UniPin e-Commerce</i> .....	52
<b>CHAPTER V</b> .....	<b>53</b>
<b>CONCLUSION</b> .....	<b>53</b>
5.1 RESEARCH CONCLUSION .....	53
5.2 RESEARCH IMPLICATION.....	53
5.3 RESEARCH LIMITATION .....	54
5.4 SUGGESTION .....	54
<b>BIBLIOGRAPHY</b> .....	<b>56</b>
<b>APENDIX</b> .....	<b>64</b>