ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL (TAM) OF THE CUSTOMER'S ACCEPTANCE OF INTERNET BANKING SERVICES AFFECTING FACTORS (EMPIRICAL STUDY OF BANK CUSTOMERS IN DEPOK)

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ABSTRACT :
This study aims to analyze the factors that affect customer acceptance of Internet banking services with an approach Technology Acceptance Model (TAM). Survey method employed in the study is descriptive analysis approach. Data is processed and analyzed with multiple regression model on SPSS version 11.5 The first hypothesis testing results indicate that the P significantly influence PU. The second hypothesis testing confirms CSE significantly influence PU. The third hypothesis testing results indicate that CSE significantly affect the PEU. The fourth one affirms T does not affect significantly to the PU. The fifth testing shows that T significantly affects PEU. The sixth analysis leads to conclusion that PEU significantly affect PU. The seventh hypothesis testing result shows that P and CSE have a significant effect on PU but T did not significantly affect PU. The eighth testing confirms that the CSE significantly affects the PEU but T does not significantly affect PEU. The ninth hypothesis testing affirms that P significantly affects affect PEU.