

**PENGUJIAN *TECHNOLOGY ACCEPTANCE MODEL* TERHADAP SIKAP  
ADOPSI INTERNET *BANKING* DI UNIVERSITAS LAMPUNG**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji peran dari *Technology Acceptance Model* (TAM) terhadap Sikap adopsi internet *banking* di Universitas Lampung. Data yang digunakan adalah data primer dengan menggunakan kuesioner. Untuk uji statistik dan pengolahan data dilakukan dengan menggunakan *Partial Least Square* (smartPLS 2.0). Penelitian ini menggunakan rancangan penelitian penjelasan dengan metode kuantitatif. Populasi dalam penelitian ini adalah Pengadopsi layanan internet *banking* di Universitas Lampung dan jumlah sampel dalam penelitian ini adalah 100 responden. Temuan penelitian menunjukkan bahwa: (1) persepsi kemudahan penggunaan (PEOU) berpengaruh signifikan terhadap persepsi kegunaan; (2) bahwa persepsi kemudahan (PEOU) berpengaruh signifikan terhadap sikap adopsi internet *banking* (ATT); (3) persepsi kegunaan (*PU*) berpengaruh signifikan terhadap sikap adopsi internet banking (ATT). Hal ini membuktikan bahwa sikap Adopsi internet *banking* sepenuhnya dapat dijelaskan oleh *Technology Acceptance Model* (TAM).

**Kata Kunci:** Internet *banking*, *Technology Acceptance Model* (TAM), persepsi kemudahan, persepsi kegunaan, sikap adopsi internet *banking*

**EXAMINATION OF TECHNOLOGY ACCEPTANCE MODEL ON  
ATTITUDE TOWARD INTERNET BANKING ADOPTION IN UNIVERSITY  
OF LAMPUNG**

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**ABSTRACT**

*This research intends to Examine the role of Technology Acceptance Model (TAM) on attitude towards internet banking adoption in University of Lampung . The data used are primary data using questionnaires. For statistical tools and data analyzed by using Partial Least Square (smartPLS 2.0). This research is using explanatory research design with quantitative method. The population in this research is adopters of internet banking services in University of Lampung. and in this research the amount of samples are 100 respondent. The results of this research show: (1) perceived ease of use significantly influence on perceived usefulness; (2) perceived usefulness significantly influence on attitude toward internet banking adoption, (3) perceived Ease of Use significantly influence on attitude toward internet banking adoption. Final concluding remark of the research is the attitude toward internet banking adoption was explainable using technology acceptance model (TAM).*

**Key words:** *internet banking, Technology Acceptance Model (TAM), Perceived Ease of Use, Perceived Usefulness, attitude toward internet banking adoption*