SUMMARY

FITRIA ANNILDA.Factors Affecting Internet Bankers' User Interest in Earning Age at Bank XYZ Bogor. Supervised by UJANG SUMARWAN and ENDAR H NUGRAHANI.

According to 2014 and 2015 data, XYZ Bank internet banking user in Bogor branch increased slightly. However, non-user number isstill greater than the user. In 2014, both user and non-user were 2810 and 2190, while in 2015 were 3085 and 2310. Furthermore, the aims of this study were to analyze the characteristics of internet banking user, to analyze customer decision to use internet banking and analyze the factors affecting the interest of the user to use internet banking of XYZ Bank.

The data from respondents were collected through interviews with a structured questionnaire guide (structure questionnaire). The types of question used were closed and open questions. Some questions in the questionnaire were scale-based (scaled response question). Scaling technique used was Likert scale in which respondents are required to choose one of the Likert scales with five variations of the answer with the order of very disagree to very agree. The data were processed using descriptive analysis and SEM.

A total of 27 variable indicators building SEM models were used in this study. Therefore, the limit of the respondent number was between 27 x 5 = 135 up to 27 x 10 = 270 respondents, so that the respondent used in this study was 150. The respondent sample in XYZ Bank is all customers of the main branch and sub-branch limited to customers who do not have internet banking facility located in the city of Bogor.Secondary data in this study were from the interview to customer who not have internet banking by using purposive sampling method.

SEM Model for the Theory of Plan Behavior (TPB) consisted of six exogenous latent variables: behavior belief, consequences evaluation, normative belief, motivation to comply, control belief, the power of control factor. The endogenous latent variable was only consumer intentions to continue using internet banking facility for 6 six months later.

Two models were estimated in the SEM model in this study, i.e. the structural model and the measurement model. A structural model was estimated to explain the inter-relationship (influence) between latent variables. Then measurement model was estimated to explain the inter-relationship between the latent variables with indicator variables and to examine both validity and reliability of the construct indicators measuring each latent variable.

SEM model results showed all indicators had a value of loading factor> 0.5 which means that all indicators have met the criteria of convergent validity test of latent constructs (Ghozali 2006). In addition, the model has good validity when the respective latent variables with reflective indicators have AVE value > 0.5. The analysis showed that the AVE value of each latent variable was > 0.5 and it indicates that the PLS model has qualified good convergent validity.

The further measurement was the reliability test of the models used to prove the accuracy, consistency, and precision of instruments to measure the construct. The results showed that all latent constructs had good reliability, accurate and consistent because they qualified the composite reliability and Cronbach alpha

values on any latent constructs more than 0.6. In addition, discriminant validity test showed that in general, the correlation between the constructs was less than the value of √AVE. It indicates that the model has qualified discriminant validity.

Results of bootstrapping showed that Perceived behavior control had a significant influence on behavior intention with the value of t-statistic (2696)> t-table (1.96) at the 5% significance level. In contrast, both attitudes toward behavior and subjective norms showed no significant influence on behavior intention because of the value of t-statistics ≤ t-table (1.96). Perceived behavior control had an influence on behavior intention by 0.336 which means increasing perceived behavior control of a person towards internet banking will further increase internet banking behavior intention. Structural models of behavior intention resulted in a value of R square by 17.40% which means that the variance of behavior intention explained by the model was 17.40% while the remaining 82.60% was explained by other factors outside the model.

The managerial implication based on the research result is to increase the interest of internet banking facility users at Bank XYZ in Bogor by informing the internet banking facility by using language that is easy to understand by the customers. In addition, in terms of security and convenience of internet banking facilities also need to be increased so that the interest of users is not only based on the needs alone but other factors can also affect users using internet banking facilities so that the queue in the area counter and ATM area can be reduced. This will make services to customers increasing in all aspects of banking services and products.

As a customer control factor using internet banking if the limit used exceeds other e-banking media, at the same time must perform various banking activities, electronic transactions as easy as other electronic media. To overcome this the management needs to increase the frequency of information internet banking facilities either in the media banking hall, brochures or leaflets about the convenience and security of internet banking facilities.

Keywords: Internet banking, SEM- PLS, TPB