INTAN IKA PUTRI HERYANI. Customer Behavior Towards Internet Banking as Financial Transaction Tool. Supervised by MEGAWATI SIMANJUNTAK and AGUS MAULANA.

Indonesian people mostly use internet services for chatting application, meanwhile the using of internet service for accessing banking services still has a very small percentage. One of banking services that uses internet access is internet banking. Bank XYZ is the first national bank that introduce internet banking in massive. The introduction of internet banking to customers is important, because the using of internet banking could provide benefits to companies such as business expansion, customer loyalty, revenue and cost improvement, and competitive advantage. Because of those benefits, the using of internet banking has to be improved. There are two types transaction in internet banking, financial and non-financial transactions. The usage of Bank XYZ internet banking for financial transactions is still below the target, which is less than 50 percent. There are eight latent variables used in this study. Those variables are perceived ease of use, perceived usefulness, visibility, enjoyment, social influence, attitude toward using, behavioral intention and actual usage. This study uses the Technology Acceptance Model (TAM) approach. The objectives of this study are (1) to analyze the effect of perceived usefulness, perceived ease of use, visibility, enjoyment, and social influence on attitudes toward using, (2) to analyze the effect of perceived usefulness and attitude toward behavioral intention, (3) to analyze behavioral intention towards the actual usage of internet banking financial transactions, and (4) to formulate managerial implications that could be applied in developing internet banking for the company's business in the future.

The study was conducted in September 2018 to November 2018. The sampling technique in this study was convenience sampling with a total sample of 130 respondents. The criteria of the respondents are XYZ Bank customers who have used internet banking at least for six months. Statistical tests using the technique of Structural Equation Modeling (SEM) using LISREL 8.5.1 software, and descriptive analysis was using SPSS 24. Based on the results of the study, the majority of respondents were women and the age range of respondents was in productive age (26-35 years). The respondents educational background was dominated by undergraduate and the majority of respondents were private employees. The financial transaction menu that became favorite to be used was transferring funds. Half of the respondents used internet banking more than once a week.

Based on a model-specific level evaluation, this research model had good fit model. Based on the model compatibility test, all indicators had fulfilled the requirements of validity and reliability. The results of this study were perceived ease of use was significant toward perceived usefulness, perceived usefulness was significant toward behavioral intention, visibility and enjoyment were significant toward attitude, attitude toward using significantly influences behavioral intention and behavioral intention was significant toward actual usage. Visibility and enjoyment affected the actual usage indirectly.
The managerial implications that could be applied are management should be focus on targeting private employees. In addition, management should improve the appearance and features to enhance the sense of comfort and provide a pleasant experience when using internet banking. Management should increase advertising which shows that internet banking has been widely used by the surrounding community.

Keywords: perceived ease of use, perceived usefulness, visibility, enjoyment, attitude toward using, behavioral intention, actual usage.