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BEHAVIOR USING ONLINE ADVERTISEMENT: USING TAM (TECHNOLOGY ACCEPTANCE MODEL)

THESIS



**M RIDO MULIA PUTRA
0810 524 105**

**INTERNATIONAL MANAGEMENT DEPARTMENT
ECONOMICS FACULTY
ANDALAS UNIVERSITY PADANG
2012**

| | | | |
|--|--|--------------------------------------|---------------------------------|
|  | Alumni' Number at University: | M. Rido Mulia Putra | Alumni' Number at Faculty: |
| | a) Place/Date of Birth: Painan/ October 19, 1989 | f) Graduation Date: April 30, 2012 | g) Grade: Very Satisfactory |
| b) Parents' Name: Idealsyah; Ummul Chair | h) GPA: 3.16 | i) Length of Study: 3 years 8 months | j) Parents' Address: Payakumbuh |
| c) Faculty: Economic | d) Major: Management International | e) ID Number: 0810524105 | |

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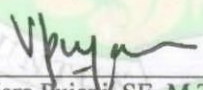

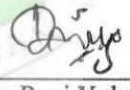
*Bachelor Thesis by: M. Rido Mulia Putra
Supervisor: Dr.Vera Pujani, SE, M.Tech*

Abstract

The current research proposes the testing of TAM (Technology Acceptance Model) on online advertisement of Andalas University student with total of 220 respondents participated in this research by using convenience sampling technique and total question are 26 items. The findings indicate that perceived ease of use, perceived usefulness and attitudes toward online advertisement were positively related to behavior intention.

Keywords: tam, attitude, behavioral intention, online advertisement

This thesis has already examined and passed on April 30, 2012. This abstract has already approved by supervisor and examiners:

| | | | |
|-----------|---|---|---|
| Signature | 1  | 2  | 3  |
| Name | Dr.Vera Pujani, SE, M.Tech | Dr.Harif Amali Rivai, SE, M.Si | Dian Rani Yolanda, SE, M.Bus |

Acknowledged,

Head of Management Department

Dr. Harif Amali Rivai, SE,M.Si
Nip. 197110221997011001


Signature

Alumnus has already registered at Faculty/University and gets Alumnus' Number:

| | | |
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| | Staff of Faculty/University | |
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PREFACE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah SWT The Most Merciful, the Most Gracious....

Alhamdulillah, all praises to Allah SWT for giving me chances, guidelines, knowledge, abilities and eagerness to finish this thesis with the title “Behavior Using Online Advertisement : Using TAM (Technology Acceptance Model)”.

This thesis was conducted in order to fulfill one of requirement for an Undergraduate Degree in Management Department – Economic Faculty of Andalas University for getting a Bachelor degree. This thesis has been prepared as well as the capability of researcher.

Researcher realizes that this thesis cannot be finished without supports and helps from such parties who cannot be mentioned all. On this occurrence, I would like to express my gratitude to those who have supports, facilitating and encouraging me in life, especially in academics.

Researcher understands that this thesis still needs improvement due to few limitations. I, therefore would gladly welcome suggestions and critics to improve its quality. Researcher hopes that this thesis will make valuable contribution to academicians, students and readers in general. Amin.

Padang, May 2012

Researcher

M Rido Mulia Putra

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In the name of Allah, the most gracious, the most merciful. Alhamdulillah, praise is to Allah SWT who has given the writer strength and chance to finish this thesis with title “Behavior Using Online Advertisement: Using TAM (Technology Acceptance Model)”.

Writer realizes that this thesis is still far from perfection. So, writer is expecting guidance and suggestion to make this thesis better. Writer also realizes that successful cannot be separated from the favors and assistances of exceptional people to whom I am very grateful. On this occurrence, I would like to express my gratitude to those who have support and encourage me on my life, especially in academic life.

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Padang, May 2012

Writer,

M Rido Mulia Putra

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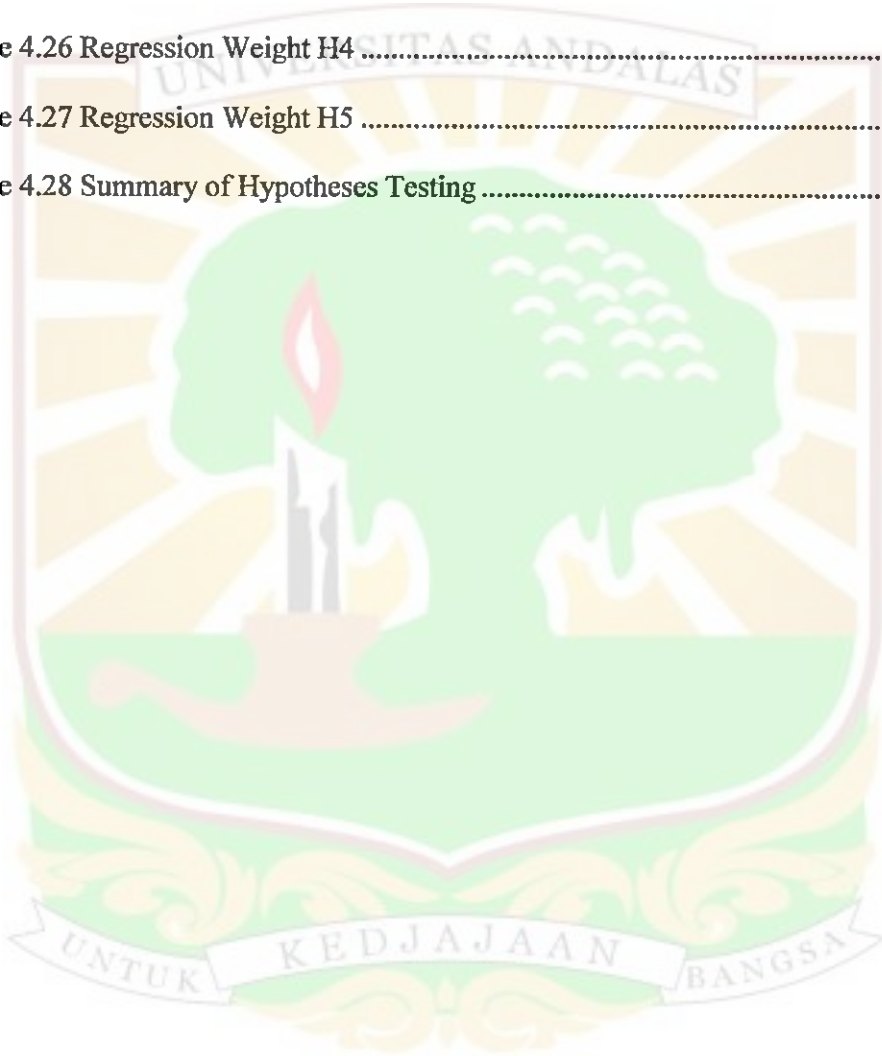
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CHAPTER I

INTRODUCTION

1.1 Background of Research

Technology growth rapidly over the time. Internet is one of the most useful invention in the world. Internet is an interconnected network of a vast number of networks and computers together (Laudon and Traver, 2004). The original aim of internet is to create a network that would allow users of a research computer at one university to be able to “talk to” research computers at other universities. Today, the internet is a public, cooperative, and self-sustaining, the internet uses a portion of the total resources of the currently existing public telecommunication networks. Anyone can use or operate the Internet. They can use internet for many purpose, like entertainment, business, education, and others. By using internet, we have access to millions of pages information.

The revolutionary nature of the internet has dramatically impacted the computer and communications' world like nothing before. Almost instantaneously, the Internet with its worldwide transmission capability has become a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for space, time and location (Leiner, 2003). The Internet revolution has changed the way individuals work, shop, search and collect information, and how they entertain and educate themselves. The technology has allowed for greater user capabilities, such as two-way

communication, control of navigation and creation of content, while the pervasiveness of this medium has created new challenges and opportunities for businesses' competing in today's dynamic environment, such as understanding consumer needs and expectations in online communication and interaction.

Advertisement definition is "any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor" (Kotler 2003, p. 590). There are so many advertisements that can be found in internet. Online Advertising can be defined as *internet advertising whose goal it is to drive customers to your website or locations, or to make a call regarding yours products or services.*

While traditional advertising is used by many companies to drive customers to their websites, many businesses are trying online ads (such as banners, pay-per-click ads, pay-per-call ads and pop-ups) in e-newsletters, on compatible websites, on search engines and in online versions of newspapers and magazines as a way of reaching people who use the internet for shopping or gathering information.

Online advertising is no longer "new" to businesses. We can find them in social network site like Facebook and MySpace. Not only has that, businesses also made special account in Twitter to promote their products and services. In facebook we can find so many advertisements, like clothes, gadget, toys, sport equipments, and other stuff. They put the advertisement on the right side of pages. If you click the advertisement, then you will direct to the advertisement page.

The growing availability and usage of Internet, particularly broadband Internet, has created a large audience for Internet advertising. More people are spending more time online. The Internet has reached well beyond the critical mass to be considered a medium economically viable for advertisers.

Development of new online advertising formats continues as the improved infrastructure of the medium has offered publishers and advertisers more possibilities to adopt more rich and compelling elements in creating advertising messages. From the original banner advertisements to large rectangles, skyscrapers, pop-ups, interstitials, flash animations, streaming videos, and search-engine sponsored links, advertisers, advertising agencies, and Internet publishers are trying a great variety of different formats to grab Internet users' attention. A question naturally follows: Are they effective?

TAM is one model used to predict information system usage. Davis D. Fred (1989) developed the Technology Acceptance Model that does so by using the independent variables of Perceived Usefulness and Perceived Ease-of-Use. TAM details how users come to accept and use a technology (Davis D. Fred 1989). The model suggests that when users receive a new software package, two factors influence their decision about how and when they will use it. They are Perceived Usefulness (PU) and Perceived Ease-of-Use (EOU; Davis D. Fred 1989). This model is one of the most widely employed in the IT literature in terms of predicting behavioral intent to use technologies. So in this research, researcher uses this model to see behavioral of users toward online advertisement.

TAM's four major variables are: Perceived Usefulness (PU as used within this research), Perceived Ease-of-Use (PEOU as used within this research), Attitude toward Using (A), and Behavioral Intention (BI). Perceived Usefulness is used as both a dependent and independent variable since it is predicted by Perceived Ease-of-Use, and is used to predict Attitude toward Using. Behavioral intention is usually measured using frequency of use, amount of time using, actual number of usages, and diversity of usage (Lee et al., 2003). The Lee et al. (2003) study found that Perceived Usefulness is a stronger determinant of Attitude toward Using than Perceived Ease-of-Use, noting that users willingly use the system that has a critically useful functionality (Davis, 1989).

Based on illustration above, researcher intents to conducting a research about user's behavior toward using online advertisement, title of this research is

“Behavior using Online Advertisement : Using TAM (Technology Acceptance Model)”

1.2 Problem Statement

The research purpose is to answer this question:

“How does Techonology Acceptance Model (TAM) explain behavioral intentions of toward online advertisement on Andalas University student?”

1.3 Purpose of the Research

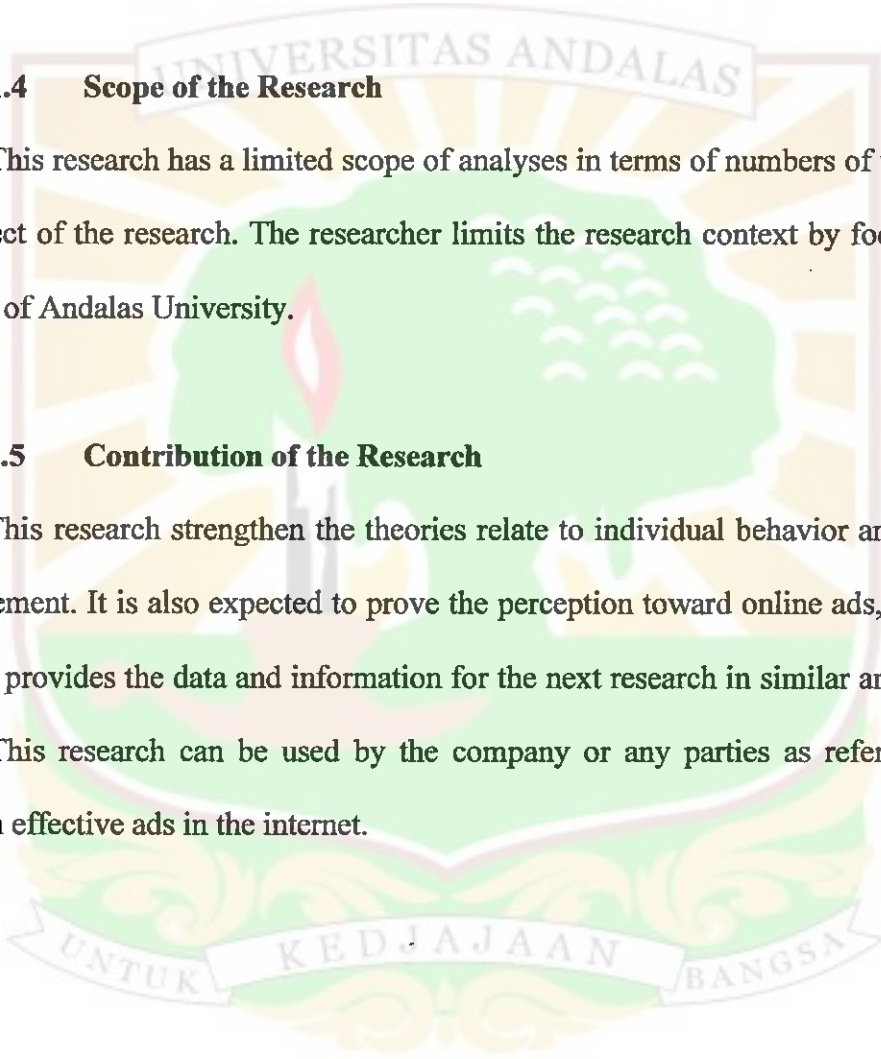
This research purposed to identify the impact of Online Advertisement to behavior of the viewer. Analysis conducted through analyzing the information from many sources, and then this research able to describe the relationship of Online Advertisement with behavior of advertisement viewers.

1.4 Scope of the Research

This research has a limited scope of analyses in terms of numbers of variables and object of the research. The researcher limits the research context by focusing in students of Andalas University.

1.5 Contribution of the Research

This research strengthen the theories relate to individual behavior and online advertisement. It is also expected to prove the perception toward online ads, and this research provides the data and information for the next research in similar area in the future. This research can be used by the company or any parties as references to create an effective ads in the internet.



1.6 Structure of Research

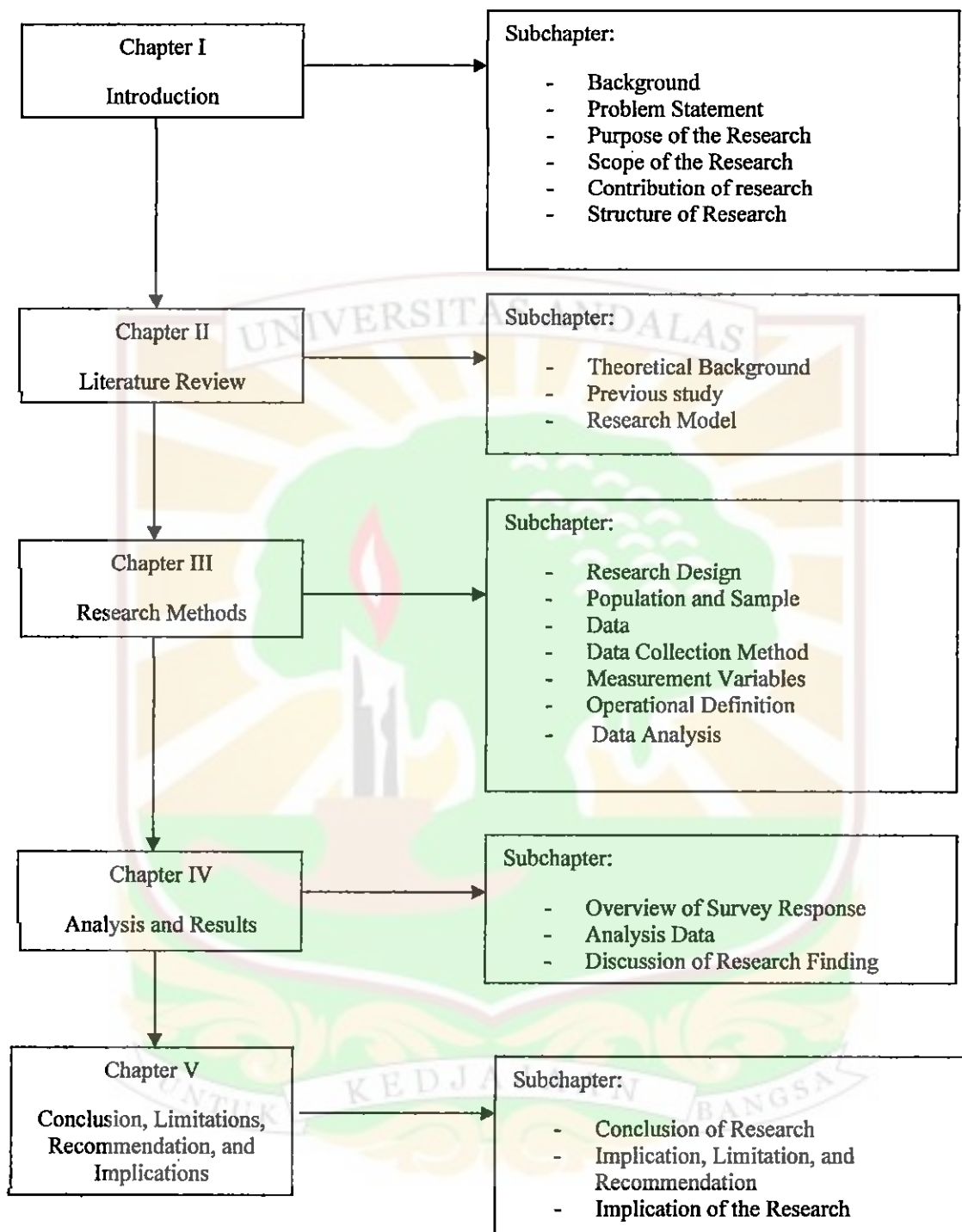


Figure 1.1 Structure of Research

CHAPTER II

LITERATURE REVIEW

2.1 Online Advertisement

2.1.1 Advertisement

From a broad marketing perspective, advertising is defined as “any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor” (Kotler 2003, p. 590).

According to Kotler, there are three advertising strategies. First is persuasive advertising. This strategy seek to influence consumers to buy a company’s product rather than its rivals, usually by stressing quality. Second, comparative advertising. Two or more products are directly compared. The goal of this strategy is to take sales from the competition. Third, reminder advertising. This strategy help to keep the product name in the consumer’s mind.

Kotler (2003) classified advertising objectives according to their aim,

- *Informative advertising* aims to create awareness and knowledge of new products or new features of existing products
- *Persuasive advertising* aims to create liking, preference, conviction, and purchase of a product or services
- *Reminder advertising* aims to stimulate repeat purchase of products and services

- *Reinforcement advertising* aims to convince current purchasers that they made the right choice.

2.1.2 Advertising Media

There are so many media can be used to publish ads, each media has its own advantages and disadvantages. The following are the most common advertising media (Griffin, & Ebert.2004)

- Television

Television combining sight, sound, and motion. Television appeals to an array of the consumer's sense. Information on viewer demographics for particular programs allows advertisers to aim their commercials at target audiences. Television reaches more people than any other medium, but the welter of TV ads often causes viewers confusion. The brevity of TV ads makes television a poor medium in which to educate viewers, and TV is also the most expensive medium.

- Newspaper

Newspaper ads are flexible-they can easily be changed from day to day. By the same token, newspapers are generally thrown out after one day, and because their readership is so broad, they don't allow advertisers to target audiences very well.

- Direct mail. Advertising medium in which messages are mailed directly to consumers' homes or places of business.

- Radio

Radio ads are inexpensive. Stations are usually segmented into categories such as genre music, talk, or news, audiences are largely segmented. Unfortunately, radio ads go by quickly, and people tend to use the radio as background while doing other things.

- Magazines

The huge variety of magazines provides a high level of ready market segmentation. Magazines also allow plenty of space for detailed information, and they can nicely reproduce photographs and artwork. Because they have long lives and tend to be passed around, ads get increased exposure. They must however, be submitted well in advance, and there is rarely a guarantee of where an ad will appear in a magazine.

- Outdoor advertising.

Outdoor advertising such as billboards, signs, advertisement on buses, street furniture, taxis, stadiums, subways. Ads are inexpensive, face little competition for consumers' attention, and provide high repeat exposure.

- Internet advertising.

Consumer doesn't want to wade through electronic pages looking at hundreds of products. Some experts contend that most commercial ads on the internet are never read by anyone. Targeted advertising however is appealing because internet advertisers can measure the success of messages: they count how

many people see each ad and track the number of click-through to the advertiser's own web site.

- Data mining and data warehousing for internet advertising.

The internet fosters targeting because volumes of data can be gathered electronically from users. The behavior patterns of millions of users can be traced by analyzing files of information gathered over time. By means of data mining and data warehousing, vast pools of data on user behavior reveal who had bought which products and how many, over what web site individuals bought products, how they paid, and so on.

- Virtual advertising.

Digitally implants brands or products into live or taped programming, giving the illustration that the implant is part of the show. With this technique, products appear as part of TV shows themselves—when viewers are paying more attention—instead of during commercial breaks.

- Other advertising channel.

A combination of other media, including catalogs, sidewalk handouts, yellow pages, skywriting, telephone calls, special events, and door-to-door communication. The combination of media through which a company advertises is called its media mix.

At its most basic, the purpose of advertising has always been to sell a *product*, which can be *goods*, *services*, or *ideas*. Although there have been major changes in

recent years from dying print media to merging and converging digital forms, the basics of advertising are even more important in turbulent times.(Moriarty et al,2012)

- **Identification** Advertising identifies a product and/or the store where it's sold. In its earliest years, and this goes back as far as ancient times, advertising focused on identifying a product and where it was sold. Some of the earliest ads were simply signs with the name or graphic image of the type of store—cobbler, grocer, or blacksmith.

- **Information** Advertising provides information about a product. Advances in printing technology at the beginning of the Renaissance spurred literacy and brought an explosion of printed materials in the form of posters, handbills, and newspapers. Literacy was no longer the badge of the elite and it was possible to reach a general audience with more detailed information about products.

- **Persuasion** Advertising persuades people to buy things. Magazines, catalogs, and billboards reached more people with more enticing forms of persuasion.

2.2 Theory of Reasoned Action (TRA)

This theory was proposed by Fishbein and Ajzen in 1975. In their theoretical model, Fishbein and Ajzen suggested that a person's actual behavior could be determined by considering his or her prior intention along with the beliefs that the person would have for the given behavior. They referred to the intention of that person, and defined it as a measure of one's intention to perform a behavior.

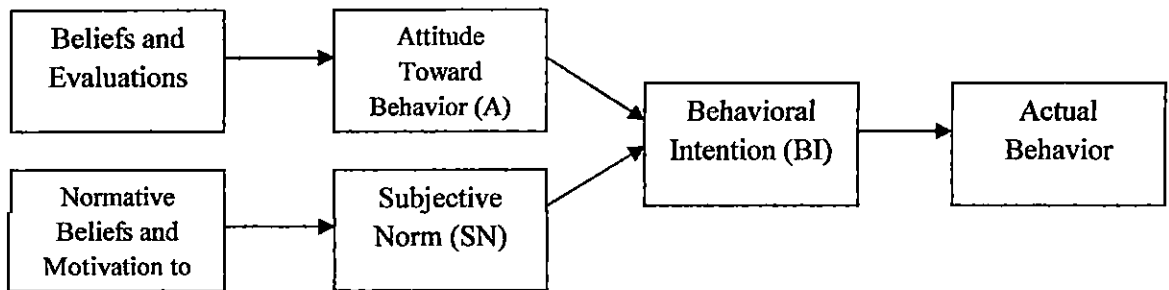


Figure 2.1: *Theory of Reasoned Action*

Fishbein and Ajzen also proposed that behavioral intention could be determined by considering both the attitude that a person has towards the actual behavior, and the subjective norm associated with the behavior in question. They defined the attitude toward a given behavior as a person's positive or negative feelings about performing the actual behavior, suggesting that the attitude of a person toward a behavior (A) can be measured by considering the sum of the product of all salient beliefs (b_i) about consequences of performing that behavior, and an evaluation (e_i) of those consequences, as shown by the following formula:

$$A = \sum b_i e_i$$

They also defined the subjective norm associated with a behavior as the person's perception that most people who are important to him or her think he or she should or should not perform the behavior. Fishbein and Ajzen, then suggested that subjective norm (SN) could be determined by considering the sum of the product of a person's normative beliefs (nb_i), that is perceived expectations of other individuals or

groups, and his or her motivation to comply (*mci*). The formula they proposed for measuring the subjective norm associated with an actual behavior is as follows:

$$SN = \sum bie_i.$$

Thus, the behavioral intention (BI) of a person to perform a behavior could be calculated using the formula shown below, with *A* as a measure of the attitude toward the behavior and *SN* as a measure of the subjective norm associated with the behavior considered.

$$BI = A + SN$$

The Theory of Reasoned Action thus, provided a useful model that could explain and predict the actual behavior of an individual. In 1985, Fred Davis took the same model and adapted it to the context of user acceptance of an information system, in order to develop the Technology Acceptance Model. Davis considered that the actual use of system is a behavior and thus, the Theory of Reason Action would be a suitable model to explain and predict that behavior.

Davis however, made two main changes to the Theory of Reasoned Action (TRA) model. Firstly, he did not take subjective norm into account in predicting the actual behavior of a person. He suggested that Fishbein and Aizen (1975) themselves acknowledged that subjective norm was the least understood aspect of TRA, and that it had uncertain theoretical status. Thus, Davis only considered the attitude of a person towards a given behavior in his TAM model. Secondly, instead of considering several individual salient beliefs to determine the attitude toward a given behavior,

Davis (1985) relied on several other related studies to identify only two distinct beliefs, perceived usefulness and perceived ease of use, that were sufficient enough to predict the attitude of a user toward the use of a system. Theory of reasoned action (TRA) is previous theory adapted by Fred Davis in conducting Technology Acceptance Model (TAM). So in this research TRA help strengthen theories.

2.3 Technology Acceptance Model (TAM)

Although there have been a number of studies conducted in the areas of system acceptance, research on the effect of users' internal beliefs and attitudes on system acceptance has produced mixed and inconclusive findings. Recognizing that the lack of consistent findings in the usage behavior studies could be attributed to different measures employed in the studies and inadequate theoretical and psychometric justification, Davis (1986) developed and validated the measures of key theoretical constructs: perceived usefulness and perceived ease of use. Davis (1985) introduced the technology acceptance model (TAM), which specifically aims to model user acceptance of information systems.

TAM explains user acceptance of an information system based on user perceptions. The goal of TAM is "to provide an explanation of the determinants of computer acceptance that is general, capable of explaining user behavior across a broad range of end-user computing technologies and user populations, while at the same time being both parsimonious and theoretically justified" (Davis et al., 1989, p.985).

TAM employs the causal linkages between two key beliefs specified in TRA and users' attitudes, intentions and actual system adoption behavior. TAM posits that two theoretical constructs, *perceived usefulness* and *perceived ease of use* are fundamental determinants of user acceptance of an information system. *Perceived usefulness* (PU) is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis et al., 1989, p.320).

Perceived ease of use (PEOU) refers to “the degree to which a person believes that using a particular system would be free of effort” (Davis et al., 1989, p.320). The theoretical importance of PU and PEOU is based on an extensive analysis from various perspectives, including: expectancy theory; self-efficacy theory; behavioral decision theory; diffusion of innovations; marketing; and human-computer interaction (Davis, 1986).

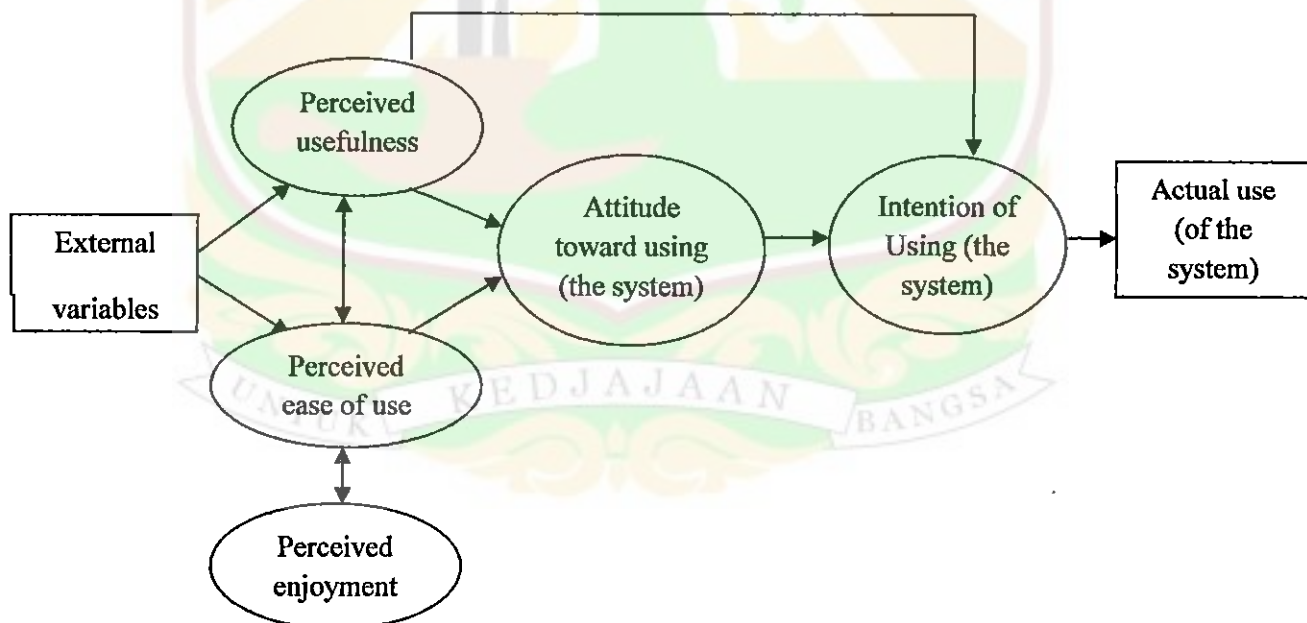


Figure 2.2 : Technology Acceptance Model (Fred Davis,1989)

2.3.1 Perceived Usefulness

Perceived usefulness (PU) was defined by Fred Davis as "the degree to which a people believes that using a particular system would enhance his or her job performance". This follows from the definition of the word useful: "capable of being used advantageously." Within an organizational context, people are generally reinforced for good performance by raises, promotions, bonuses, and other rewards (Pfeffer, 1982; Schein, 1980; Vroom, 1964). A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship. Furthermore, Davis-Bagozzi, and Warshaw (1992), perceived usefulness refer to users perceptions base on the outcome of the experience. It means that by using the new technology (internet) in particular system would enhance or improve job performance (van der Heijden et al., 2003).

2.3.2 Perceived Ease of Use

Perceived ease of use (PEOU) which Define by Davis as "the degree to which a people believes that using a particular system will be free from effort" (Davis, 1989). This follows from the definition of "ease": "freedom from difficulty or great effort." Effort is a finite resource that a person may allocate to the various activities for which he or she is responsible (Radner and Rothschild, 1975). All else being equal, we claim, an application perceived to be easier to use than another is more likely to be accepted by users. There are many previous studies which dedicated perceived ease of use as the extent to which a people accept as true that using an

exact method would be at no cost (Davis et al., 1989; Mathieson, 1991; Gefen & Straub, 2000)

2.4 Attitude

An attitude is defined as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”.(Kreitner & Kinicki,2004). Ajzen and Fishbein (1975) describe attitude as a learned predisposition to respond in a consistently favorable or unfavorable manner.

Attitude affect behavior at a different level than do values. While values represent global beliefs that influence behavior across all situations, attitudes relate only to behavior directed toward specific objects, persons, or situations.

According to Fred Luthans (2002), the term attitude frequently is used in describing people and explaining their behavior. More precisely, an attitude can be defined as a persistent tendency to feel and behave in a particular way toward some object. Attitude can be characterized three ways. First, they tend to persist unless something is done to change them. Second, attitude can fall anywhere along a continuum from very favorable to very unfavorable. Third, attitudes are directed toward some object about which a person has feelings (sometimes called “affect”) and beliefs.

2.4.1 Component of attitude

Attitudes can be broken down into three basic components: emotional, informational, and behavioral. The emotional component involves the person's feelings or affect—positive, neutral, or negative—about an object. (Fred Luthans,2002)

The informational component consists of the beliefs and information the individual has about the object. It makes no difference whether or not this information is empirically real or correct. The behavioral component consists of a person's tendencies to behave in a particular way toward an object. It is important to remember that of the three components of attitudes, only the behavioral component can be directly observed. One cannot see another person's feelings (the emotional component) or beliefs (the informational component). These two components can only be inferred.

2.4.2 Function of Attitudes

An understanding of the functions of attitudes is important. Attitudes can help predict work behavior. Attitudes help people adapt to their work environment. Attitudes serve four important functions in this process.

- The adjustment Function

Attitudes often help people adjust to their work environment. When employees are well treated, they are likely to develop a positive attitude toward management and the organization. When employees are berated and

given minimal salary increases, they are likely to develop a negative attitude toward management and the organization. These attitudes help employees adjust to their environment and are a basis for future behaviors.

- **The Ego-Defensive Function**

Besides helping employees adjust, attitudes also help them defend their self-images. The attitude serves to justify the action and to defend the ego

- **The Value-Expressive Function**

Attitudes provide people with a basis for expressing their values.

- **The Knowledge Function**

Attitudes help supply standards and frames of reference that allow people to organize and explain the world around them. Regardless of how accurate a person's view of reality is, attitudes toward people, events, and objects help the individual make sense out of what is going on.

2.4.3 Changing Attitudes

Employee attitude can be changed, and sometimes it is in the best interests of management or try to do so. Sometimes attitude change is difficult to accomplish because of certain barriers. After these barriers are identified, some ways of overcoming them and effectively changing attitudes are examined.(Luthans,2002)

2.4.4 Barrier to Changing Attitudes.

There are two basic barriers that can prevent people from changing their attitude. One is called prior commitments, which occurs when people feel a

commitment to a particular course of action and are unwilling to change. Second barrier is a result of insufficient information. Sometimes people do not see any reason to change their attitude.

There are ways in which the barriers can be overcome and attitude can be changed, by providing new information, use of fear, resolving discrepancies, influence of friends or peers, and co-opting approach.

The difference between attitudes and values is clarified by considering the three components of attitudes: affective, cognitive, and behavioral (Robert, & Angelo, 2004)

- Affective component. The affective component of an attitude contains the feelings or emotions one has about a given object or situation.
- Cognitive component. The cognitive component of an attitude reflects the beliefs or ideas one has about an object or situation.
- Behavioral component. The behavioral component refers to how one intends or expects to act toward someone or something.

2.5 Behavior

Behavior is simply defined as observable acts that are studied in their own right (Fishbein & Ajzen, 1975). Behavioral intention is defined as a person's subjective probability that he will perform some behavior (Fishbein & Ajzen, 1975).

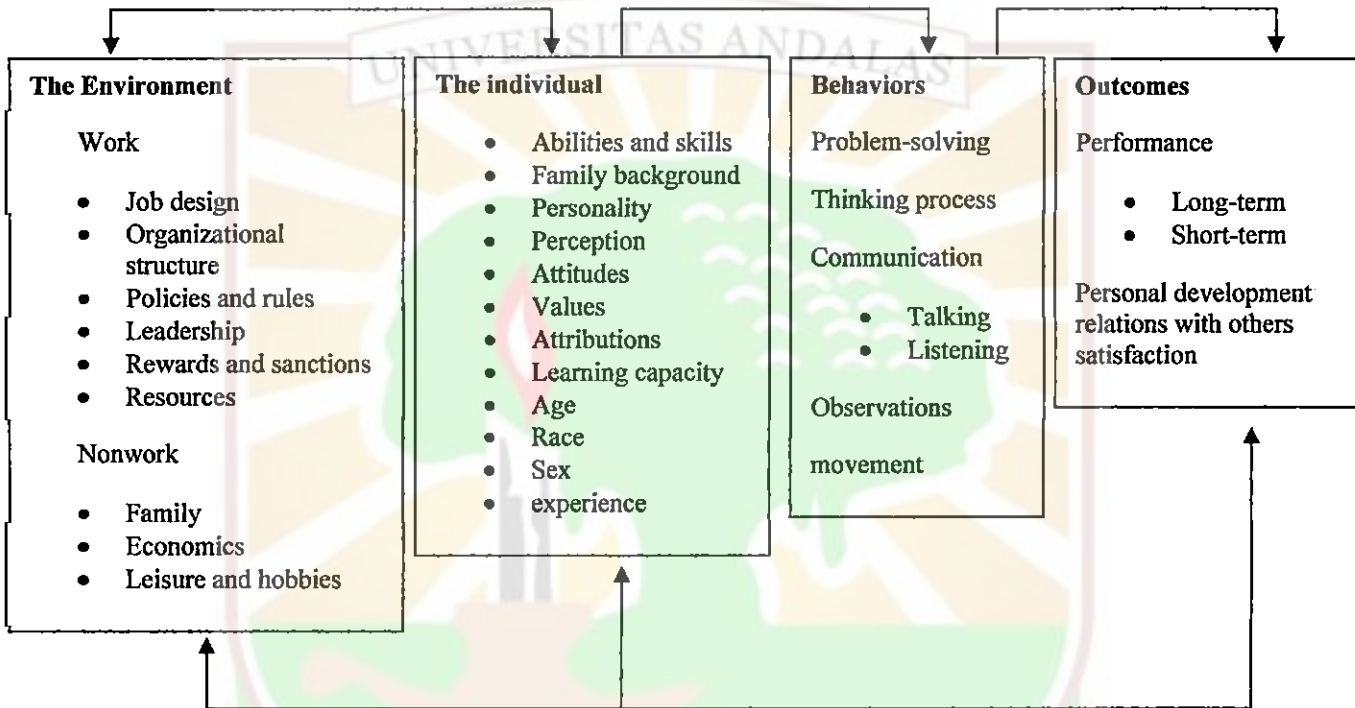


Figure 2.3 Individual Behavior Framework

Robbin (2009) agree that behavior is caused, goal directed, behavior that can be observed is measurable, behavior that is not directly observable (e.g., thinking and perceiving) is also important in accomplishing goals, and behavior is motivated.

According to the theory, human behavior is guided by three kinds of considerations: beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs). (Ajzen,1971). Ajzen said that in combination, attitude toward the behavior, subjective norm, and perception of behavioral control lead to the formation of a behavioral *intention*.

An employee's behavior is complex, because it's affected by a number of environmental variables and many different individual factors, experiences, and events. Such individual variables as abilities/skills, personality, perceptions, and experiences affect behavior.

Behavioral intention is then decomposed in two component, they are attitude toward the behavior and subjective norm (Thompson & Panayiotopoulos,1999). Attitude toward the behavior is predicted by salient beliefs about a behavior, weighted by the subject's estimation of the likelihood that performing that behavior will result in a given out come. Subjective norm is predicted by normative beliefs about what relevant other people would advise, weighted by the subject's motivation to comply with the advice of those people.

Parasuraman (1988) identified five dimensions of behavioral intentions are loyalty to the company, propensity to switch, willingness to pay more, external response to problem, internal response to problem.

Bloemer, de Ruyter, and Wetzels (1999), using the same items as Parasuraman, Zeithaml, and Berry (1988), found different dimensions for behavioral intentions are repurchase intentions, word of mouth communication, price sensitivity, and complaining behavior.

Behavioral intention refers to “a person’s intentions to perform various behaviors” and the strength of an intention is explained by “the person’s subjective probability that he will perform the behavior in question” (Fishbein & Ajzen, 1975, p. 12).

Intention refers to “a psychological construct distinct from attitude, which represents the person’s motivation in the sense of his or her conscious plan to exert effort to carry out a behavior” (Eagly & Chaiken, 1993, p. 168). Behavioral intention within the TRA has been considered to be a conative component of attitude, and is determined by attitude and subjective norm.

Behavior refers to “observable acts” (Fishbein & Ajzen, 1975, p. 12). An internet user may learn or form a number of belief about an object (e.g., banner, ads or its attributes) by various inference processes or from direct information received from outside sources.

The internet user’s beliefs will be a fundamental construct that influences his/her attitudes, intentions, and behaviors (Fishbein & Ajzen, 1975). For example, an internet user’s attitude toward an online ads is based on his/her salient beliefs about that object.

If his/her beliefs associate the object with primarily favorable attributes (e.g., timely updated, exclusive, easy to find), his/her attitude will tend to be positive.

Therefore, a person's attitude toward an object is determined by his/her beliefs about the object's particular attributes and by his/her evaluations of those attributes (Fishbein & Ajzen, 1975).

As described by Fishbein and Ajzen (1975), an internet user may have beliefs about online ads, such as "the ads is organized well," or "the ads is easy to navigate." Such beliefs may lead the fan to have a favorable attitude toward the ads.

This attitude influences a set of favorable intentions to revisit the ads. The user will probably perform any behaviors (e.g., surfing, purchasing, downloading, etc.) that he/she intends to perform because most social behaviors are thought of as volitional behaviors, and such attitude will be associated with the total behavioral pattern, rather than with any specific behavior (Fishbein & Ajzen, 1975). From Fishbein and Ajzen's perspective, a specific behavior is determined by a person's intention to perform that behavior, not by the person's attitude toward the object.

2.6 Previous Study

2.6.1. Technology Acceptance and E-learning

The technology acceptance model (TAM) was first created by Davis (1989), based on the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) in psychology research. The TRA posits that individual behavior is driven by behavioral intention where behavioral intention is a function of an individual's attitude toward the behavior and subjective norms surrounding the performance of

the behavior. In other words, it states that one's behavior and the intent to behave is a function of one's attitude toward the behavior and their perceptions about the behavior. Meanwhile, TAM proposes that perceived ease of use and perceived usefulness of technology are predictors of user attitude towards using the technology, subsequent behavioral intentions and actual usage. Perceived ease of use was also considered to influence perceived usefulness of technology.

TAM has been applied in numerous studies testing user acceptance of information technology, for example, word processors (Davis et al., 1989), spreadsheet applications (Mathieson, 1991), websites (Koufaris, 2002), e-mail, web browser, and many others.

In TAM, *perceived usefulness* refers to the degree to which the user believes that using the technology will improve his or her work performance, while *perceived ease of use* refers to how effortless he or she perceives using the technology will be. Both are considered distinct factors influencing the user's attitude towards using the technology, though perceived ease of use is also hypothesized to influence perceived usefulness and attitude towards using the technology. Finally, such attitude towards using the technology determines the behavioral intention to use that technology.

In previous research, there are two more variables; actual use and system. Researcher modify the model by deleting actual use and changing system into online advertisement.

H1: Perceived ease of use has a significant effect on the perceived usefulness of using online advertisement

2.6.2 Relationship of Perceived ease of use on Attitude

Yogesh Malhotra and Dennis F. Galletta (1999) using TAM on their research, plus an extension derived from Kelman's processes of social influence. This extension is called *psychological attachment*, containing the influence of social influence processes on user's behavioral intentions and attitudes toward using the technology. These social influence processes affect the individual resulting in his or her internalization identification and compliance with the induced behavior.

Psychological attachment is the construct of interest because it operationalizes how various social influence processes affect the person's commitment to the use of the information system. Psychological attachment to use of the information system represents the perceived fit of the system use to the users' value system; it is highest in the case of internalization and lowest in the case of compliance. TAM is used as the baseline model and results.

H2: Perceived ease of use has a significant effect on attitude towards using online advertisement

2.6.3 The influence of perceived usefulness on attitude

Hung-Pin Shih (2004) conduct a research about user acceptance of e-shopping on the web. According to the postulates and empirical results of TAM, the original PU is positively correlated with user attitudes toward an IS and its use. A website can be viewed as an IS, and provides information to its users. Therefore, consumers may perform e-shopping only if a website effectively assists them in completing transactions. The PU considered to be perceived value (or perceived

benefit), defining it as effectiveness of e-shopping as perceived by the consumer. After revising Davis's definition of PU, the PU of e-shopping is defined as, the degree to which an individual believes that trading on the web would enhance the effectiveness of his or her shopping. Therefore, on the basis of the previous research, the researcher proposes the following hypothesis:

H3: Perceived usefulness has a significant effect on attitude towards using online advertisement.

2.6.4 The Influence of Perceived Usefulness on Intention to use

Perceived usefulness (PU) is the individual's assessment of the utility offered by using new information technology in a specific context. Perceived usefulness in the TAM model reflects task-related productivity performance, and effectiveness. In TAM, perceived usefulness is a major belief factor, and perceived ease of use is a secondary belief factor in determining behavioral intentions toward using information technology.

Validated TAM for the context of World Wide Web, and claimed that perceived usefulness and perceived ease of use increase the intention and willingness to access the e-commerce environment through the website. Extended TAM in B2C e-service, and proposed that perceived usefulness, perceived ease of use, and trust are positively related to the purchasing intentions of consumers. Applying TAM to incorporate social influences and flow experience to predict users' acceptance of online games, found that perceived usefulness and perceived ease of use have positive impact on intention to play an online game. The result also indicated that the

positive relationship between perceived usefulness and perceived ease of use and behavioral intention. According to the empirical studies of TAM, individuals form their intentions on the basis of the belief that using a particular technology will enhance their job performance. On the other hand, greater perceived ease of use or the less complexity of the information systems will increase the likelihood of individual intention. (Venkatesh & Davis,2000)

Based on TAM and the results of previous studies, behavioral intention information technology is jointly determined by users; perceived usefulness and perceived ease of use. Thus, in this research suggest that perceived usefulness and perceived ease of use are predictors of behavioral intention online advertisement. Accordingly, the following hypotheses is proposed:

H4: Perceived usefulness has a significant effect on intention to use online advertisement

2.6.5 The Influence of Attitude on intention to use online advertisement

Attitude toward performing the behavior (ATT) is defined as a person's general feeling that performing that behavior if a favorable or unfavorable action. Attitude is the set of beliefs that performing the behavior will lead to certain positive outcomes (behavioral beliefs) and the person's evaluation of the outcomes (outcome evaluations). It is determined by the sum of the expected outcomes and is weighted by the desirability of the outcome. The expectancy is measured as the likelihood of the outcome occurring if the action is taken, and the value is measured as an evaluation of the outcome when it does occur; thus, the sum of the expected values

determines attitudes. Therefore, on the basis of the previous research, the researcher proposes the following hypothesis:

H5: Attitude towards using online advertisement has a significant effect on intention to use online advertisement.

2.7 Research Model

From the basis of review of the literature, researcher portrays a theoretical model of the research as follows :

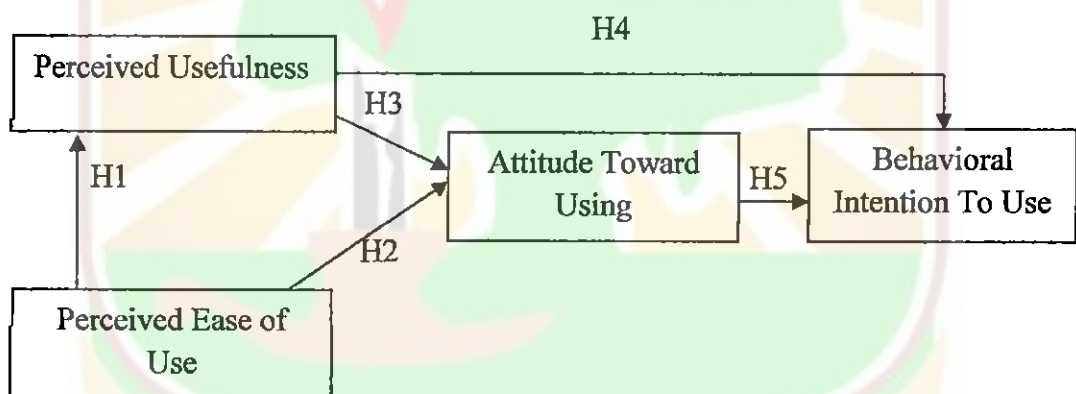


Figure 2.3 : Research Model

CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research using quantitative research approach in order to find out the appropriateness of the theoretical model of the research and determine the interaction between all variables.

It led to one way interaction between the researchers with the sample of this research at Andalas University. Quantitative research design had been selected in order to find out the appropriate answers to the research questions and to test the hypotheses. The data were collected from students at Andalas University.

3.2 Population and Sample

The population on this research is all students at Andalas University and ever use the internet for online advertisement. The samples obtained from 220 students who registered from eleven faculties at Andalas University. Sampling technique in this research is convenience sampling with non probability method. A convenience sample is a matter of taking what you can get as an accidental sample. Although selection may be unguided, it probably is not random, using the correct definition of everyone in the population having an equal chance of being selected.

Comfrey and Lee (1992) suggest that “the adequacy of sample size might be evaluated very roughly on the following scale: 50 – very poor; 100 – poor; 200 – fair;

300 – good; 500 – very good; 1000 or more – excellent”. Researcher taking 200 samples and adding 20 more samples in order to prevent from incomplete samples. So the sample size of this research is 220.

3.3 Data

According to Sekaran (2003), data can be obtained from primary or secondary sources. This research using primary source of data. Primary data refer to information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study. The primary data of this research are information from questionnaires.

3.4 Data Collection Method

The research was conducted at Andalas University. In collecting data, the researcher used field survey. The survey is conducted in order to obtain primary data that is obtained directly from the object to check, that is through the questionnaire, comprising questionnaire related to their behavioral, surfing activity on internet, and intention to contents of website. In this research, the researcher distributed the questioners directly to students at Andalas University.

Table 3.1

Population of Andalas University Students

| Faculty | Population |
|----------------------------------|-------------------|
| Economics | 880 |
| Pharmacy | 147 |
| Social Sciences and Politics | 238 |
| Law | 490 |
| Medical | 671 |
| Mathematics and Natural Sciences | 421 |
| Agriculture | 207 |
| Animal Husbandry | 130 |
| Humanities | 197 |
| Engineering | 537 |
| Agricultural Technology | 167 |
| Total | 4085 |

Source: ICT UNAND

The questionnaire survey was the most effective method for this research to collect data for the following reason: to make sure the respondents understandable, and the data gathered through questionnaire was easy to put in quantitative analysis. The questionnaires distributed to students who come from eleven faculties at Andalas University.

3.5 Measurement Variables

Measurement of the variables in the theoretical framework is an integral part of research and important aspect of research design (Sekaran, 2003).

Rating scales of this research are questionnaire's questions based on Likert's Scales where they are designed to examine how strong the subjects agree or disagree with the statements on a 5-point scale (Sekaran, 2003). Interval scale allow us to

perform certain arithmetical operations on the data collected from the respondents. Whereas the nominal scale allows us only to qualitatively distinguish group by categorizing them into mutually exclusive and collectively exhaustive sets, and the ordinal scale to rank-order the preferences, the interval scale lets us measure the distance between any two points on the scale. The anchors can be seen in Table 3.2

Table 3.2 : Likert's Scales

| No | Scale | Score |
|----|------------------------|-------|
| 1 | Strongly Agree (SA) | 5 |
| 2 | Agree (A) | 4 |
| 3 | Neutral (N) | 3 |
| 4 | Disagree (D) | 2 |
| 5 | Strongly Disagree (SD) | 1 |

3.6 Operational Definition

Operational Definition is a concept to render it measurable by looking at the behavioral dimensions, facets, or properties denoted by the concept. These are consisting of observable and measurable elements. (Sekaran,2003). There are four variables this research: perceived of usefulness, perceived ease of use, attitude, and behavior intention. Each of variables has its own dimensions and an item that was conducted become research statement. To be more clearly, the operationalization variables that explained more about variables can be seen on table 3.3 as followed:

Table 3.3 Operational Definition

| Variables | Definition | Sub Variable | Number of Item | Sources |
|-----------------------------|--|----------------------|----------------|------------------------|
| Technology Acceptance Model | Technological acceptance model (TAM) is a theory map the model how the user process to accept and use technology. This is an adaptation of the theory of Reason Action (TRA) in the field of information system. | Perceived Usefulness | 6 Items | Fred D. Davis (1989). |
| | | Ease of Use | 6 Items | |
| Attitude | Defined as The degree of evaluative affect that an individual associates with using the target system in his or her job | | 10 Items | Fred D. Davis (1989) |
| Behavior Intention | Intention is a determination to act in a certain way or to do a certain thing. Intention to use portal means that a determination to use technology system in any activities. | | 4 Items | Fishbein, Ajzen (1977) |

3.7 Data Analysis

This research conducted to test TAM model that explained how internet users behavior toward online advertisement.

- **Validity Test**

According to (Ghozali, 2001) validity test is a tool which is used to measure validation of questioner. Questioner is valid if the range is more than 0.30 question of questioner can describe something that will be measured by questioner. The item of

each variable tested by factor analysis with factor loading. Based on Hair et al. (1998), factor loading greater than ± 0.3 are considered to meet the minimal level; loading value of ± 0.40 are considered more important; and if the loading are ± 0.50 or greater, they considered practically significant.

- **Reliability Test**

Reliability according to Ghozali (2001, p. 41) is measuring instrument to measure a questioner which represent indicator of construct variable. The most popular test of inter item consistency reliability is the Cronbach's coefficient alpha (Sekaran, 2003). The way to calculating of a data reliability level is using Cronbach alpha is between 0.60 – 1.00). The closer the reliability coefficient gets to 1,0, the better. In general, reliabilities less than 0,6 are considered to be poor, those in the 0,7 range, acceptable, an those over 0,8 good (Sekaran, 2003).

- **Normality Test**

Normality test aims to test whether the regression model, independent variables and the dependent variable, both are normally distributed or not. Normality test can be done through two approaches, namely through the approach chart (histogram and P-P Plot) and Kolmogorov-Smirnov test (Ghozali, 2001). If the sign value > 0.05 , then it can be concluded that the data variables were tested with the normally distributed

- **Structural Equation Modeling (SEM)**

To test the hypothesis used Equation Structural Modeling (SEM). Structural Equation Model (SEM) is a form of extension or a combination of several multivariate techniques or a set of statistical techniques that allow testing of a series of relationships that are relatively complex simultaneously (Hair et al., 1998). SEM provides information about goodness-of-fit model and relationship among the hypothesis. Moreover SEM was commonly used measures of fit include:

- **Chi-Square** a fundamental measure of fit used in the calculation of many other fit measures. Conceptually it is a function of the sample size and the difference between the observed covariance matrix and the model covariance matrix.
- **Goodness of fit index (GFI)** represents the degree to which the actual or observed covariance matrix is predicted by the estimated model. GFI deals with explained covariance, relative to total covariance. GFI values can range from 0.0 (poor fit) to 1.0 (perfect fit). In practice, a GFI value greater than 0.9 represents a strong fit. AGFI is an extension of GFI, which is adjusted by the ratio of degrees of freedom for the proposed model to the degrees of freedom for the null model. It is suggested that an AGFI equal to or greater than 0.9 indicates a good fit, while an AGFI that is greater than 0.8 is a sign of a marginal fit.

- **Comparative fit index (CFI)** has the advantage that cannot be influenced by sample size because it is very good for measuring the level of acceptance of a model. CFI values are recommended to be accepted is >0.95 .
- **Root Mean Square Error of Approximation (RMSEA)** is an index that can be used to compensate for the chi-square statistic in large samples. RMSEA values indicate goodness-of-fit who can expect when the model is estimated in the population. RMSEA value of less than or equal to 0.08 is an index to a model that shows the acceptable of a close fit.

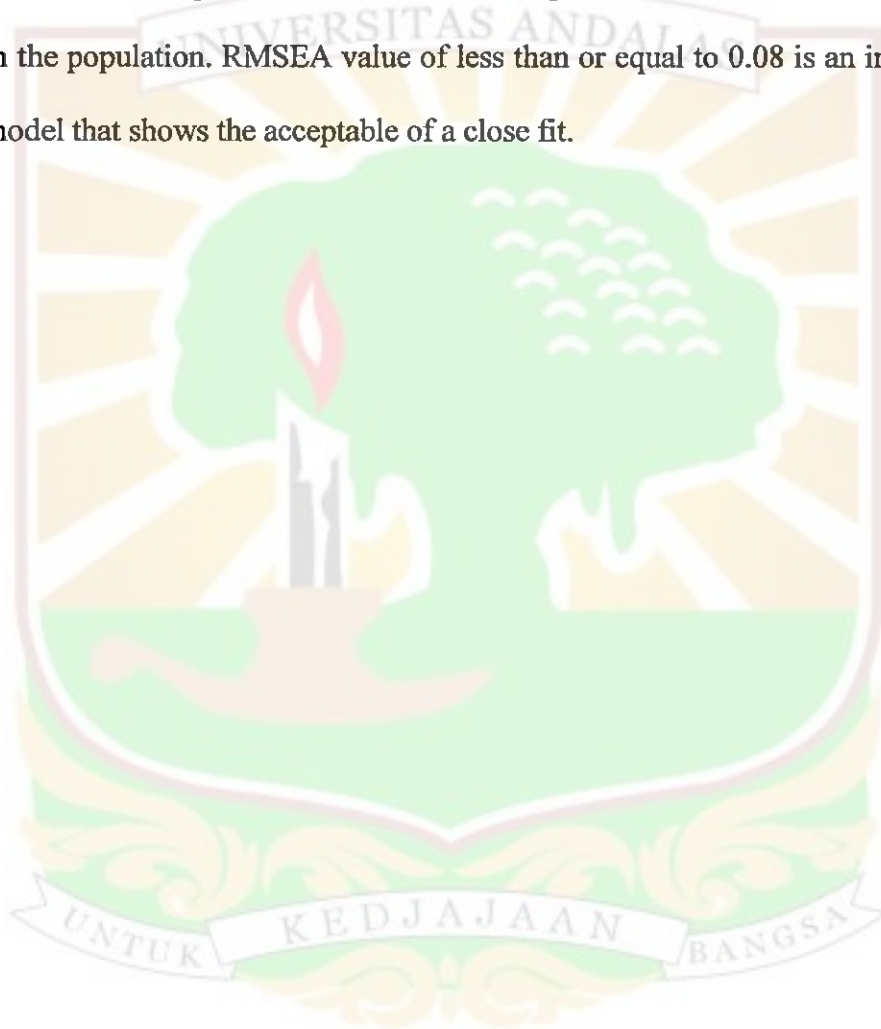


Table 3.4
Evaluation of SEM with Goodness of fit Measure

| Types of Measure | Goodness of fit Measures | Recommended Level of acceptable Fit |
|---------------------------------|---|--|
| Absolute Fit Measure | Goodness of fit index (GFI) | Greater than .90 |
| | Root mean square error of approximation (RMSEA) | Under .08 |
| Incremental Fit Measure | Adjusted goodness of fit index (AGFI) | Greater than .90 |
| | Turker – Lewis index (TLI) | Greater than .90 |
| | Normed fit index (NFI) | Greater than .90 |
| | Comparative Fit Index | Greater than .90 |
| Parsimonious Fit Measure | Normed chi-square (χ^2/df) | Lower limit 1.0 Upper limit 2.03/3.0 or 5.0 |
| | AIC | Smaller positive value indicate parsimony |

Source: Tabachnick and Fidell (2000); Hail et al. (1998); Byrne (2000).

CHAPTER IV

Analysis and Result

4.1 Survey Results

This survey used questionnaire as a tool to collect the data. The result of this survey can be seen from the number of questionnaire have been distributed to students of Andalas University. Data was distributed to students in Pusat Kegiatan Mahasiswa (PKM) and library. The researcher had already distributed 220 questionnaire. It can be seen in Table 4.1 as followed:

Table 4.1 Survey Result

| Survey | Number of Questionnaire |
|-------------|-------------------------|
| Distributed | 220 |
| Returned | 220 |
| Analyzed | 220 |

Source: Primary data processing

4.2 Questionnaire Response

Researcher already collects the data from respondents and 220 questionnaires that distributed gave it back to the researcher, because of that the respondent rate is 100%. After checking all of questionnaires, researcher will continue to analyze the questionnaires because the respondents already answer all of item of questions. In details, this chapter will explain about the review of respondent descriptive, analysis and the impact of relationship between variables and testing, hypotheses and discussion.

4.3 Descriptive Analysis

The purpose of descriptive analysis is to describe the characteristic of the respondents in this study such as gender, ages, degree, faculty, program study, access internet location, duration online, and activities during using internet of students in Andalas University.

4.4 Description of Research Sample

In this research, researchers were distributed 220 questionnaires to 220 respondents. Subsequently, researcher will describe the data and put the answer that given by respondent in respondent characteristics.

4.4.1 Respondent Characteristics based on Gender

Based on questionnaire's result in Table 4.2 found that from 220 respondents, the majority is female. The percentage of female in this research is 68.60% and the rest 31.4% is male. In other words, the amount of female students is greater than male students. To be more clearly can be seen in Table 4.2

Table 4.2

Respondent Characteristics based on Gender

| Gender | Frequency | Percent (%) |
|---------------|------------------|--------------------|
| Male | 69 | 31.4 |
| Female | 151 | 68.6 |
| Total | 220 | 100 |

Source: Primary data processing

4.4.2 Respondent Characteristics based on Age

From Table 4.3 the respondents are grouped based on age. We can see the range of age less than 25 years old is 99.5 % from total of respondents.

Table 4.3

Respondent Characteristic based on Age

| Range of Age | Frequency | Percent(%) |
|---------------------|------------------|-------------------|
| <20 | 53 | 24.1 |
| 20-25 | 166 | 75.5 |
| >25 | 1 | 0.5 |
| Total | 220 | 100 |

Source: Primary data processing

4.4.3 Respondent Characteristics Based on Degree

Based on questionnaire's result, the majority of students who filled the questionnaires are bachelor degree 95.5%. 98% respondents lower than S2. It can be seen in Table 4.4.

Table 4.4

Respondent Characteristics based on Degree

| Degree | Frequency | Percent (%) |
|---------------|------------------|--------------------|
| D3 | 6 | 2.7 |
| S1 | 210 | 95.5 |
| S2 | 4 | 1.8 |
| Total | 220 | 100 |

Source: Primary data Processing

4.4.4 Respondent Characteristics based on Faculties

Based on Table 4.5 below, from 220 respondents of students in Andalas University, 28.6% respondents are from Faculty of Economics, Faculty of Pharmacy 5.5%, Faculty of Social Sciences and Politics 10.9%, Faculty of Law 4.1%, Faculty of Medicine 2.7%, Faculty of Mathematics and Natural Sciences 10.5%, Faculty of Agriculture 10%, Faculty of Animal Husbandry 5.9%, Faculty of Humanities 4.1%, Faculty of Engineering 5.9%, and Faculty of Agricultural Technology 11.8%.

4.4.5 Respondent Characteristics based on Program Studies

The result of survey shows that respondent can be grouped based on program study. From the Program Study at Andalas University, most of respondents are Regular Program 74.5%, as International Program is 14.5%, and from Non Regular program is 10.9%. To be more clearly can be seen at Tables 4.6.

Table 4.5

Respondent Characteristics based on Faculties

| Faculty | Frequency | Percent (%) |
|----------------------------------|------------------|--------------------|
| Economics | 63 | 28.6 |
| Pharmacy | 12 | 5.5 |
| Social Sciences and Politics | 24 | 10.9 |
| Law | 9 | 4.1 |
| Medicine | 6 | 2.7 |
| Mathematics and Natural Sciences | 23 | 10.5 |
| Agriculture | 22 | 10 |
| Animal Husbandry | 13 | 5.9 |
| Humanities | 9 | 4.1 |
| Engineering | 13 | 5.9 |
| Agricultural Technology | 26 | 11.8 |
| Total | 220 | 100 |

Source: Primary data processing

Table 4.6

Respondent Characteristics based on Program Studies

| Program Study | Frequency | Percent (%) |
|----------------------|------------------|--------------------|
| Regular | 164 | 74.5 |
| International | 32 | 14.5 |
| Non Regular | 24 | 10.9 |
| Total | 220 | 100 |

Source: Primary data processing

4.4.6 Respondent Characteristics Based on Online Location

As shown in Table 4.7 below, respondent are grouped based on their location of using internet (facilities and media). We can see there are 35.4% using internet from their home or boarding house, 19.5 % using mobile (HP), 11.3% using Wi-Fi Area, 12,3% using internet cafe, and 21.7% in campus.

Table 4.7
Respondent Characteristics based on Online Location

| Online Location | Percent (%) |
|-----------------------|-------------|
| Home / Boarding House | 35.4 |
| Mobile (HP) | 19.5 |
| Wi-Fi Area | 11.1 |
| Internet Café | 12.3 |
| Campus | 21.7 |
| Total | 100 |

Source: Primary data processing

4.4.7 Respondent Characteristics Based on Online Duration

Based on questionnaire's result, from 220 respondents, 68% using internet more than 5 hours per week. Most respondent using internet more than 10 hours per week (36.8%)

Table 4.8

Respondent Characteristics Based on Online Duration

| Hours | Frequency | Percent (%) |
|-------|-----------|-------------|
| <1 | 4 | 1.8 |
| 1-5 | 64 | 29.1 |
| 5-10 | 71 | 32.3 |
| >10 | 81 | 36.8 |
| Total | 220 | 100 |

Source: Primary data processing

4.4.8 Respondent Characteristics Based on Activities during using Internet

Table 4.9 present the respondent based on activities during using internet. We can see there are 33.6% respondent searching for information or news, 8.4% doing online shopping, 25.8% looking for entertainment, and 32.2% using social media such as facebook and twitter.

Table 4.9

Respondent Characteristics Based on Activities during Using Internet

| Activities | Percent (%) |
|---------------------------------|-------------|
| Information/news | 33.6 |
| Online Shopping | 8.4 |
| Entertainment | 25.8 |
| Social Media (Facebook,twitter) | 32.2 |
| Total | 100 |

Source: Primary data processing

4.5 Descriptive of Items Respond Each Variables

Description of each items obtained from field survey is demonstrated in the following sections. The scores each item reflect the level of perceived overall respondents for each item. The items are measured using 5 point likert's scale. The higher the score means the more positive respond of the respondents.

Table 4.10

Behavioral Intention

| No | Items | Means |
|---------|---------------------------|-------|
| 1 | Intend to use | 3.43 |
| 2 | Use often | 3.02 |
| 3 | Intend visit frequently | 2.94 |
| 4 | Strongly recommend others | 3.20 |
| Average | | 3.15 |

Source: Primary data processing

Based on the survey results, it can be seen that the highest respond of respondents answer is the item 1. It means respondents have behavioral intention to use online advertisement for searching information. Meanwhile, the lowest score can be seen on the item 3 which reflects respondent intention to visit online ads frequently.

Table 4.11 Ease of Use

| No | Items | Means |
|---------|-----------------------------------|-------------|
| 1 | Cumbersome to use (R) | 3.46 |
| 2 | allow information accessed easily | 3.69 |
| 3 | Rigid and Inflexible (R) | 3.39 |
| 4 | Allow information easily obtained | 3.67 |
| 5 | Easy to get information | 3.58 |
| 6 | Easy to use | 3.58 |
| Average | | 3.56 |

Source: Primary data processing

The highest score for variable ease of use can be seen on Table 4.11. The survey result found that the highest level is in the item 2. It can be said that most respondents feel most of online ads allow information to be easily accessed. Meanwhile, the lower score can be seen on the item 1. They did not think online ads are cumbersome to use.

Table 4.12 represent on how respondent's attitude toward online ads. Based on the result, it can be seen that the respondents answer the highest respond on the item 5. It means that most respondents think online ads are helpful. Meanwhile, the lowest score can be seen on the item which 4 which reflects a moderate level in terms of online ads' unpleasant.

Table 4.12 Attitude

| No | Items | Means |
|---------|------------------------|-------|
| 1 | Good | 3.48 |
| 2 | Reasonable | 3.45 |
| 3 | Lovely | 3.35 |
| 4 | Pleasant | 3.26 |
| 5 | Helpful | 3.73 |
| 6 | Interesting | 3.45 |
| 7 | Offer much information | 3.67 |
| 8 | Offer convenience | 3.10 |
| 9 | Offer more time | 3.53 |
| 10 | Like online ads | 3.30 |
| Average | | 3.43 |

Source: Primary data processing

Based on the survey result, the highest respond of respondents answer for variable perceived of usefulness is the item 2. It means that most respondents believe by using online ads will enables them to get information quickly. Meanwhile, the lowest score can be seen on the item 5 which reflects online ads would not reducing costs.

So from total 4 variables, the highest mean is variable ease of use with value of mean 3.56, and the lowest mean is variable behavioral intention 3.15

Table 4.13 Perceived of Usefulness

| No | Items | Means |
|---------|-------------------------------------|-------------|
| 1 | Improves information quality | 3.47 |
| 2 | Enables getting information quicker | 3.80 |
| 3 | Easier to get information | 3.73 |
| 4 | Save time | 3.50 |
| 5 | Reduce costs | 3.26 |
| 6 | Useful | 3.54 |
| Average | | 3.55 |

Source: Primary data processing

4.6 Measurement of Data Entry

4.6.1 Testing of Validity

Validity is the strength of our conclusions, inferences or propositions. More formally, Cook and Campbell (1979) define it as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion. Hair et al (1998) argued that Validity is concern with how well the concept is defined by measure.

Factor loading greater than ± 0.3 are considered to meet the minimal level; loading value of ± 0.40 are considered more important; and if the loading are ± 0.50 or greater, they considered practically significant (Hair et al.1998).

From the Table 4.14, the factor Loading for all variable of behavioral intention are greater than 0.50, it means all items is significant and valid in this research. Item can be justified as valid item if range of the correlation value is more than 0.30 (Ghozali, 2001).

Table 4.14 Validity Testing Behavioral Intention

| Variable | Item | Factor Loading | Remarks |
|-----------------------------|---------------------------|----------------|------------------------|
| Behavioral Intention | Intend to use | .821 | No deleted item |
| | Use often | .847 | |
| | Intend visit frequently | .860 | |
| | Strongly recommend others | .786 | |

Source: Primary data processing

In the Table 4.14 the validity test of variable of behavioral intention has showed that all of four items have factor loading greater than 0.5. It's mean that the all items of variable behavior intention are valid and significant.

Table 4.15 Validity Testing Ease of Use

| Variable | Item | Factor Loading | Remarks |
|--------------------|-----------------------------------|----------------|------------------------|
| Ease of Use | Cumbersome to use | .540 | No deleted item |
| | allow information accessed easily | .623 | |
| | Rigid and Inflexible | .617 | |
| | Allow information easily obtained | .757 | |
| | Easy to get information | .809 | |
| | Easy to use | .784 | |

Source: Primary data processing

In the Table 4.15 the validity test of variable Ease of Use has showed that all of six items have factor loading greater than 0.5. It's mean that the all items of variable ease of use are valid and significant

Table 4.16 Validity Testing Attitude

| Variable | Item | Factor Loading | Remarks |
|----------|------------------------|----------------|-----------------|
| Attitude | Good | .771 | 2 items deleted |
| | Reasonable | .475 | |
| | Lovely | .836 | |
| | Pleasant | .710 | |
| | Helpful | .718 | |
| | Interesting | .788 | |
| | Offer much information | .710 | |
| | Offer convenience | .620 | |
| | Offer more time | .198 | |
| | Like online ads | .716 | |

Source: Primary data processing

In the Table 4.16 the validity test of variable attitude, there are two items from ten items which has factor loading less than 0.5, it consist of items ATD2 with factor loading 0.475 and ATD9 with factor loading .198. Its mean these two factors are not significant and not valid. But other factors are greater than 0.5. So, cannot be process with other items, because the result will not valid and not significant. So, the researcher erased these two items on validity testing.

Table 4.17 Validity Testing Perceived of Usefulness

| Variable | Item | Factor Loading | Remarks |
|--------------------------------|-------------|-----------------------|------------------------|
| Perceived of Usefulness | POU 1 | .680 | No deleted item |
| | POU 2 | .803 | |
| | POU 3 | .849 | |
| | POU 4 | .760 | |
| | POU 5 | .717 | |
| | POU 6 | .779 | |

Source: Primary data processing

In the Table 4.17 the validity test of variable perceived of usefulness has showed that all of six items have factor loading greater than 0.5. It's mean that the all items of variable perceived of usefulness are valid and significant.

4.6.2 Testing of Reliability

Reliability is intended to measure the extent to which a variable or set of variables is consistent in what is intended to measure (Hair et al. 1998). Reliability has differ view with validity testing, while validity relate to how an items is measure and reliability measure the evidence of consistency of the research instruments, it refer to degree to which same value will be returned if measure it again on other occasion.

The purpose of using reliability test is related with accuracy, stability and consistency. Reliability test is the instrument which able to explain the symptom of group. The way to determine the reliability level of one instrument in the research can

be accepted if value of r alpha exists in range 0.60 – 1.00. we can categorize / reliable in range > 0.60 – 0.80, very good / very reliable for range 0.80-1.00 (Santoso, 2001). For determining the reliability, the reliability of each statement is with Cronbach alpha formula.

Table 4.18

Reliability Testing

| Variables | Cronbach's Alpha | Item | Remark |
|-------------------------|-------------------------|-------------|---------------|
| Behavioral Intention | .848 | 4 | Very Good |
| Ease of Use | .771 | 6 | Acceptable |
| Attitude | .881 | 8 | Very Good |
| Perceived of Usefulness | .853 | 6 | Very good |

Source: Primary data processing

Cronbach's alpha was used to compute the reliability of scale of each construct. Scale reliabilities range from 0.6 to 0.96, indicating that they exhibit an acceptable level of reliability (alpha >0,6) (Nunnally, 1978). Hair et al. (1998) suggest that usual low or limit for cronchbach's alpha is 0.7. Based on the analysis of the reliability, the result shows that the value of cronbach's alpha for each variable is greater than 0,6 and less than 0,90 which means the data is reliable to be processed.

Based on the Table 4.18 showed that the value of cronbach alpha for behavioral intention is 0.848, the value of cronbach alpha for ease of use is 0.771, the value of cronbach alpha for attitude is 0.881, and the value of cronbach alpha for perceived of usefulness is 0.853. Based on these data above means that all variable of

the research has cronbach's alpha value greater than 0.6. because of that, all questionnaires are highly reliable statement.

4.6.3 Testing of Normality

The most fundamental assumption of multivariate analysis is normality (Hair et al. 1998). A simple test can be conducted to identify the distribution score of each variable. Ferdinand (2000) suggested that the data will be normal if the value of cr for skewness and kurtosis in SEM AMOS should be < 2.58 . To be more clearly, we can see the Table 4.19 and Table 4.20 that show about the result of normality testing.

The result can be seen in Table 4.19, it indicates the normality of the data. There are 13 items are not normal or not acceptable. Data for BI4, ATD1, ATD3, ATD5, ATD6, ATD7, POU4, POU2, EOU6, EOU5, EOU4, EOU2, and EOU1 the value of cr for skewness and kurtosis in SEM AMOS were >2.58 , it means the data for Behavior Intention 4, Attitude 1, Attitude 3, Attitude 5, Attitude 6, Attitude 7, Perceived of Usefulness 4, Perceived of Usefulness 2, Ease of Use 6, Ease of Use 5, Ease of Use 4, Ease of Use 2, and Ease of Use 1 are not normal. So the researcher needed to transform the data. So the Table 4.20 show the result after transform.

Table 4.19 Normality Testing

| Variable | Min | Max | Skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|--------|--------|----------|--------|
| BI1 | 1.000 | 5.000 | -.411 | -2.491 | .092 | .278 |
| BI2 | 1.000 | 5.000 | -.152 | -.920 | -.067 | -.201 |
| BI3 | 1.000 | 5.000 | -.193 | -1.168 | -.336 | -1.016 |
| BI4 | 1.000 | 5.000 | -.582 | -3.521 | .380 | 1.152 |
| ATD1 | 1.000 | 5.000 | -.499 | -3.024 | .234 | .707 |
| ATD3 | 1.000 | 5.000 | -.514 | -3.110 | -.027 | -.081 |
| ATD4 | 1.000 | 5.000 | -.092 | -.559 | .056 | .171 |
| ATD5 | 1.000 | 5.000 | -.683 | -4.138 | .650 | 1.969 |
| ATD6 | 1.000 | 5.000 | -.537 | -3.249 | .272 | .824 |
| ATD7 | 1.000 | 5.000 | -.749 | -4.534 | .468 | 1.418 |
| ATD8 | 1.000 | 5.000 | .018 | .107 | .536 | 1.622 |
| ATD10 | 1.000 | 5.000 | -.153 | -.927 | .424 | 1.284 |
| POU6 | 1.000 | 5.000 | -.260 | -1.576 | .305 | .925 |
| POU5 | 1.000 | 5.000 | -.152 | -.918 | -.558 | -1.690 |
| POU4 | 1.000 | 5.000 | -.470 | -2.843 | -.292 | -.885 |
| POU3 | 2.000 | 5.000 | -.337 | -2.041 | .019 | .057 |
| POU2 | 2.000 | 5.000 | -.494 | -2.990 | .173 | .525 |
| POU1 | 1.000 | 5.000 | -.370 | -2.238 | .167 | .506 |
| EOU6 | 1.000 | 5.000 | -.619 | -3.747 | .305 | .923 |
| EOU5 | 1.000 | 5.000 | -.432 | -2.615 | -.211 | -.640 |
| EOU4 | 1.000 | 5.000 | -.878 | -5.314 | .976 | 2.955 |
| EOU3 | 1.000 | 5.000 | -.193 | -1.168 | -.710 | -2.148 |
| EOU2 | 1.000 | 5.000 | -1.018 | -6.166 | 1.166 | 3.529 |
| EOU1 | 1.000 | 5.000 | -.567 | -3.431 | -.346 | -1.049 |
| Multivariate | | | | | 129.542 | 27.195 |

Source: Primary data processing

The result after transforming can be seen in Table 4.20. However the Table indicates that there are 13 items still not normal.

Table 4.20 Normality Testing After Transform

| Variable | Min | Max | Skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|--------|--------|----------|--------|
| BI1 | 1.000 | 5.000 | -.411 | -2.491 | .092 | .278 |
| BI2 | 1.000 | 5.000 | -.152 | -.920 | -.067 | -.201 |
| BI3 | 1.000 | 5.000 | -.193 | -1.168 | -.336 | -1.016 |
| BI4T | 1.000 | 2.236 | -1.109 | -6.718 | 1.541 | 4.665 |
| ATD1T | 1.000 | 2.236 | -.956 | -5.788 | 1.375 | 4.162 |
| ATD3T | 1.000 | 2.236 | -.928 | -5.619 | .957 | 2.896 |
| ATD4 | 1.000 | 5.000 | -.092 | -.559 | .056 | .171 |
| ATD5T | 1.000 | 2.236 | -1.154 | -6.990 | 2.022 | 6.123 |
| ATD6T | 1.000 | 2.236 | -1.030 | -6.239 | 1.490 | 4.513 |
| ATD7T | 1.000 | 2.236 | -1.188 | -7.192 | 1.654 | 5.007 |
| ATD8 | 1.000 | 5.000 | .018 | .107 | .536 | 1.622 |
| ATD10 | 1.000 | 5.000 | -.153 | -.927 | .424 | 1.284 |
| POU6 | 1.000 | 5.000 | -.260 | -1.576 | .305 | .925 |
| POU5 | 1.000 | 5.000 | -.152 | -.918 | -.558 | -1.690 |
| POU4T | 1.000 | 2.236 | -.829 | -5.021 | .399 | 1.207 |
| POU3 | 2.000 | 5.000 | -.337 | -2.041 | .019 | .057 |
| POU2T | 1.414 | 2.236 | -.813 | -4.926 | .643 | 1.948 |
| POU1 | 1.000 | 5.000 | -.370 | -2.238 | .167 | .506 |
| EOU6T | 1.000 | 2.236 | -1.063 | -6.436 | 1.451 | 4.393 |
| EOU5T | 1.000 | 2.236 | -.762 | -4.617 | .335 | 1.015 |
| EOU4T | 1.000 | 2.236 | -1.362 | -8.250 | 2.485 | 7.525 |
| EOU3 | 1.000 | 5.000 | -.193 | -1.168 | -.710 | -2.148 |
| EOU2T | 1.000 | 2.236 | -1.536 | -9.299 | 2.777 | 8.407 |
| EOU1T | 1.000 | 2.236 | -.955 | -5.781 | .431 | 1.304 |
| Multivariate | | | | | 152.012 | 31.912 |

Source: Primary data processing

4.7 Measurement of Fit Model

4.7.1 Structural Equation Modeling (SEM)

After examine the validity, reliability and normality, this section will be continued with description of statistical tool utilised to assess the developed hyphoteses.

Structural Equation Modeling (SEM) is a statistical technique for testing and estimating causal relations using a combination of statistical data and qualitative causal assumptions, SEM allows both confirmatory and exploratory modeling, meaning they are suited to both theory testing and theory development (Tabachnick & Fidell, 2001). Confirmatory modelling usually starts out with a hypothesis that gets represented in a causal model. The concepts used in the model must then be operationalized to allow testing of the relationships between the concepts in the model. The model is tested against the obtained measurement data to determine how well the model fits the data. The causal assumptions embedded in the model often have falsifiable implications which can be tested against the data.

In the graphical analysis of SEM, there are several convention of terms. Measured variable are termed observed or manifest variable; within the context of SEM methodology, they serve as indicators of the underlying construct that they are presumed to present. In other side, unobserved variable refer the abstract phenomenon that is unlikely to be observing directly, and is term latent variable, construct, or factor (Byrne 2001; Tabachnick & Fidell 2001). Furthermore the model is expressed graphically and it will explicate the relationship between latent variables and others. A proposed model that contains all objective of the testing is to assess the goodness of fit between the model and the sample data (Byrne 2001).

The analysis of SEM is conducted using confirmatory factor analysis (CFA), the significant function of this is to strengthen of the regression path from the factor to the observed variables. The structural model reflects estimation of a series structural equation that defines the relationship among unobserved variables. Based on Hair et al. (1998), there are three types of goodness of fit measures; absolute fit measures, incremental fit measures, and parsimonious fit measures.

This research conducted absolute fit measure which identifies the overall model fit on the basis of the likelihood ratio chi-square statistic (Hair et al. 1998). The chi square with the statistical significant level above .05, implies that there are non significant differences the predicted and actual matrices and is likely to indicate the acceptable level of fit. Hair et al. (1998) argue that chi-square test become more sensitive as the number of indicator rise and “statistical non significant does not guarantee that “correct” model has been identified”.

Another measure of the absolute fit index that is deemed appropriate to confirm a model is GFI. It represents the overall GFI represents the degree to which the actual or observed covariance matrix is predicted by the estimated model. GFI deals with explained covariance, relative to total covariance. GFI values can range from 0.0 (poor fit) to 1.0 (perfect fit). In practice, a GFI value greater than 0.9 represents a strong fit. AGFI is an extension of GFI, which is adjusted by the ratio of degrees of freedom for the proposed model to the degrees of freedom for the null model. It is suggested that an AGFI equal to or greater than 0.9 indicates a good fit, while an AGFI that is greater than 0.8 is a sign of a marginal fit.

RMSEA represents the square root of the ratio of the rescaled no-centrality index (i.e., the population discrepancy function) to the model's degrees of freedom. In other words, RMSEA is the discrepancy per degrees of freedom, measured in terms of the population, and so is relatively insensitive to sample size. It is suggested that an RMSEA value of 0.05 or less indicates a close fit of the model, in relation to the degrees of freedom, and an RMSEA value of 0.08 or less indicates a reasonable error of approximation. An RMR which ranges from 0 to 1, with values less than 0.05 is considered to be a good fit. Degree of fit based on the comparison of the squared residual with the data (Hair et al. 1998).

Table 4.21 Evaluation of SEM with Goodness of fit Measure

| Types of Measure | Goodness of Fit Measures | Recommended Level of acceptable Fit Tabachnick and Fidell (2000); Hair et al (1998); Byrne (2000) | Results of the research | Note for Testing Model |
|--------------------------|---|---|----------------------------------|--|
| Absolute Fit Measure | (GFI) (RMSEA) | Greater than .90 Under .08 | 0.813 0.079 | Moderate Acceptable |
| Incremental Fit Measure | (AGFI) (TLI) (NFI) Comparative Fit Index | Greater than .90 Greater than .90 Greater than .90 Greater than .90 | 0.772 0.852 0.793 0.867 | Moderate Moderate Moderate Moderate |
| Parsimonious Fit Measure | Normed chi-square (χ^2/df) AIC | Lower limit 1.0 Upper limit 2.03/ 3.0 or 5.0 Smaller positive value indicate parsimony | 2.363 689.613 | Acceptable |

Source: Primary data processing

The ratio of chi-square to degree of freedom of the result is 2.3. it means the ratio of chi-square to degree of freedom is acceptable because the value smaller than 5. Moreover it also supported based on expert recommendations (Anderson & Gerbing. 1984; Byrne.1994). Another measurement of the absolute fit index can be seen at the Table above.

Fit statistic indices of this research model were designated several fit indices, the statistic result can be seen in the Table 4.21; GFI = 0.813; (RMSEA) = 0.079; (AGFI) = 0.772; (TLI) = 0.852; (NFI) = 0.793; (CFI) = 0.867; RMR = 0.027. These results have fulfilled the characteristic recommended level of acceptable fit of each index.

There are some indicators in moderating fit model, like CFI; GFI; AGFI; NFI; and TLI that has been revised, as Gefen et al. (2000) and Jiang et al. (2002) indicated, GFI is best when the value is larger than 0.90 and is demonstrate marginally acceptable when the value is larger than 0.80, the Adjusted GFI > 0.800 (AGFI; Jokeskog & Sorbom. 1986). The fit model was acceptable since the CFI value is 0.867, based on (Bentler, 1990) the comparative fit index values close to 1 indicate a very good fit. It means according to the value of each indicator, this fit model closely acceptable.

4.8 Hypothesis Testing

The test statistic for parameter estimates is assessed by critical ratio (c.r.). In this research, researcher use revised model based on modification index rather than initial model in order create good model and give maximize result for value of fit. It represents the parameter estimate divided by its standard error. Critical ratio values absolutely larger than 1.96 prove the path coefficient to be statistically significant at $p < .05$. The chi – square of the theoretical model was 583.613 with 247 degree of freedom (df). It was statistically significant at $p < 0.001$. a non significant chi – square shows support for believing that the differences of the predicted and actual matrices are non significant and it indicates an acceptable fit (Hail et al. 1998), therefore a non significant chi – square is desirable.

Table 4.22 Regression Weight

| H | Path | Estimate | SE | CR | P | Judgement |
|----|---------------------------|----------|------|-------|------|-----------------|
| H1 | POU \leftarrow EOU | 3.034 | .671 | 4.519 | *** | Significant |
| H2 | Attitude \leftarrow EOU | 1.863 | .594 | 3.139 | .002 | Significant |
| H3 | Attitude \leftarrow POU | .642 | .132 | 4.878 | *** | Significant |
| H4 | BI \leftarrow POU | .024 | .046 | .514 | .607 | Not Significant |
| H5 | BI \leftarrow Attitude | .161 | .040 | 4.002 | *** | Significant |

Note: *significant at $p < .05$, **significant at $p < .01$.

Source: Primary data processing

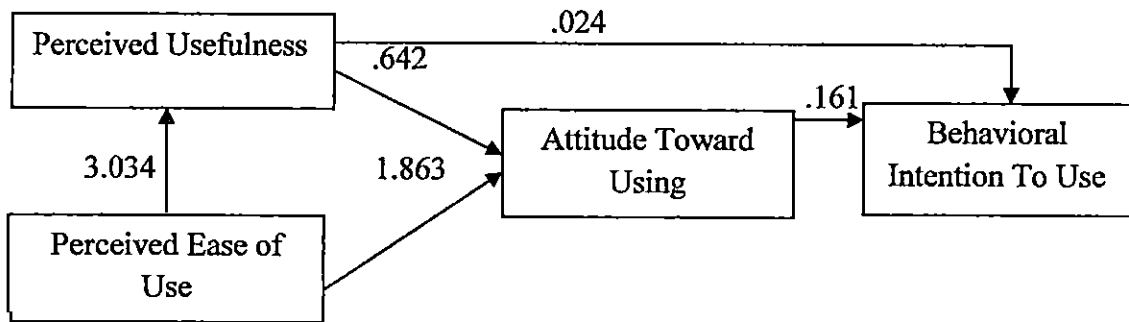


Figure 4.1 Path Diagram for the Initial Theoretical Model

The researcher tested the hypothesis By SEM and Amos software. It measured direct or indirect effect of the exogenous variables that can be specified by identifying paths among variables, a path analysis was conducted to test the overall causal model. As discussed in the earlier section, the model has been tested to assess the overall fit of the model. Also, individual tests of the hypothesized relationship were conducted. The critical t value (CR) used to assess the significance of the relationship between two path is 1.96 ($p < .05$). A CR value above 1.96 means the relationship of the causal model is significant. The results of the hypotheses testing are shown in Table 4.22.

H1 : Perceiving ease of using online advertisement has a significant effect on the perceived usefulness of online advertisement

Hypothesis 1 investigated the positive impact relationship of perceiving ease of using online advertisement and perceived usefulness of online advertisement of Andalas university student. The standard path coefficient of, 3.034 and the critical ratio value of, 4.519 ($p < .05$), noted that hypothesis 1 was supported.

Table 4.23 Regression Weight H1

| H | Path | Estimate | SE | CR | P | Judgement |
|----|-----------|----------|------|-------|-----|-------------|
| H1 | POU ← EOU | 3.034 | .671 | 4.519 | *** | Significant |

Source: Primary data processing

H2 : Perceived ease of use has a significant effect on attitude toward using online advertisement

Hypothesis 2 examined the positive relationship of perceived ease of use toward attitude using online advertisement. Because the standard path coefficient of 1.863, the critical ratio value of 3.139 (> 1.96), and p of 0.002 it means $<.01$ were significant, hypothesis 2 was supported. To be more clearly, look at the Table 4.24

Table 4.24 Regression Weight H2

| H | Path | Estimate | SE | CR | P | Judgement |
|----|----------------|----------|------|-------|------|-------------|
| H2 | Attitude ← EOU | 1.863 | .594 | 3.139 | .002 | Significant |

Source: Primary data processing

H3 : Perceived usefulness has a significant effect on attitude toward using online advertisement

Hypothesis 3 examined the positive influence of perceived usefulness and attitude toward using online advertisement on Andalas university's students. Because the standard path coefficient of 0,642, and the critical ratio value of 4.878 (> 1.96) its

mean significant, hypothesis 3 was supported. To be more clearly, look at the Table 4.25

Table 4.25 Regression Weight H3

| H | Path | Estimate | SE | CR | P | Judgement |
|-----------|----------------|----------|------|-------|-----|-------------|
| H3 | Attitude ← POU | .642 | .132 | 4.878 | *** | Significant |

Source: processing Primary data

H4 : Perceived usefulness has a significant effect on intention to use online advertisement

Hypothesis 4 investigated the positive relationship of perceived usefulness and behavior intention to use online advertisement on Andalas university students. Because the standard path coefficient of 0.24, the critical ratio value of 0.514 (< 1.96), and p of 0.607 (>.05) were not significant, hypothesis 4 not supported. To be more clearly, look at the Table 4.26

Table 4.26 Regression Weight H4

| H | Path | Estimate | SE | CR | P | Judgement |
|-----------|----------|----------|------|------|------|-----------------|
| H4 | BI ← POU | .024 | .046 | .514 | .607 | Not Significant |

Source: processing primary data

H5 : Attitude towards using online advertisement has a significant effect on intention to use online advertisement.

Hypothesis 5 examined the positive influence of attitude and intention behavior of using online advertisement on Andalas university students. Because the standard path coefficient of 0,161, and the critical ratio value of 4.0024 (> 1.96) were significant, hypothesis 5 was supported. To be more clearly, look at the Table 4.27.

Table 4.27 Regression Weight H5

| H | Path | Estimate | SE | CR | P | Judgement |
|-----------|----------------------|----------|------|-------|-----|-------------|
| H5 | BI ← Attitude | .161 | .040 | 4.002 | *** | Significant |

Source: Processing primary data

Based on hypothesis test above, we can investigate the result of each hypothesis. The summary of result hypothesis can be seen in Table 4.28

Table 4.28 Summary of Hypotheses Testing

| | Hypotheses | Results |
|----|--|----------------|
| H1 | Perceiving ease of using online advertisement has a significant effect on the perceived usefulness of online advertisement | Supported |
| H2 | Perceived ease of use has a significant effect on attitude toward using online advertisement | Supported |
| H3 | Perceived usefulness has a significant effect on attitude toward using online advertisement | Supported |
| H4 | Perceived usefulness has a significant effect on intention to use online advertisement | Not Supported |
| H5 | Attitude towards using online advertisement has a significant effect on intention to use online advertisement. | Supported |

4.9 Discussion of Research Finding

This section addresses the discussion of the research findings on the basis of the model. The final model of this is presented in figure 4.1 and portrays the relationships among the hypotheses which illustrate the key findings of the research. A brief overview of the contribution is presented first and is then followed with discussions of the result.

4.9.1 Perceiving ease of using online advertisement has a significant effect on the perceived usefulness of online advertisement

From the hypothesis 1, perceived ease of use has positive relationship with perceived usefulness. As the hypothesized in Table 4.28 that mean the research supported the previous study about the relationship between perceived ease of use and perceived usefulness. Based on the characteristics of respondent at Andalas University, the students feel that perceived ease of using online advertisement has positive relationship with perceived usefulness. Perceived Ease of Use (PEOU) refers to the extent to which a person believes that using a system would be free of mental effort (Davis, 1989).

This study is supported by previous study by Fatemeh et al (2010) which did research about applying the TAM to Iranian engineering faculty libraries. Regarding the validity hypotheses related to the two main factors of the TAM, “perceived usefulness” and “ease of use”, we can conclude that: the more that IT is helpful and easy to be applied in different fields, the more it is used. In fact, these factors have a

great influence on the attitude of librarians to using IT, and consequently, results in influencing their intention to effectively apply IT in related fields (Rose and Straub, 1998).

This relationship also supported by Venkatesh & Davis (2000) who investigate a theoretical extension of the technology acceptance model: four longitudinal field studies. These studies were conducted to test TAM2, and strongly supported across four organizations. They found that as individuals gained direct experience with a system over time, they relied less on social information in forming perceived usefulness and intention but continued to judge a system's usefulness on the basis of potential status benefits resulting from use.

Based on the result and supported by previous study above, it was strengthen in hypothesis 1, that state ease of use influence perceived usefulness. The more easy ads to use, the more useful that ads for viewers. If the ads complicated, it will erase the usefulness. If users perceive that using online ads is cumbersome, easy to interact with, and flexible that mean the online ads is easy to use. After users perceive some easiness on using online ads, they will perceive usefulness. This usefulness can be received by users if they perceive that using online ads improves information quality they get, enables them to get information quickly and makes it easier to get information. Other than that, online ads will be useful if those ads save their time and even reducing some costs (e.g, internet cost, transportation cost).

4.9.2 Perceived ease of use has a significant effect on attitude toward using online advertisement

The test of hypotheses 2 found that Perceive ease of use has positive influences on attitude toward using online advertisement. Perceived Ease of Use (PEOU) refers to the extent to which a person believes that using a system would be free of mental effort (Davis, 1989). As explained in previous section, the model of this study showed that perceive ease of use is significantly related to attitude. This finding support previous literature which stated that many researchers who have studied the relationship between perceived ease of use and Attitude.

Malhotra & Galletta (1999) they hypothesized that “there will be a positive relationship between perceived ease of use and attitude toward using the system”. Data showed positive correlations between ease of use and attitude (not rejected). When social influences generate a feeling of compliance, they seem to have a negative influence on the users’ attitude toward use of the new information system. However, when social influences generate a feeling of internalization and identification on the part of the user, they have a positive influence on the attitude toward the acceptance and use of the new system.

When TAM is applied to collaborative systems, it is often observed that the belief structures (perceived ease of use and perceived usefulness) are no t stable. It seems that the influence of these belief structures act in combination with the effect of social influences to determine the use of the system. Specifically, internalization of

the use of the new system may have a stronger influence on attitude toward the use of new information system than perceived ease of use.

Hung-Pin Shih (2004) found that perceived ease of use influences user attitudes toward internet use more than perceived usefulness. Based on the result and supported by previous study, it was proved that the hypothesis 2, ease of use of Andalas University student are influence the attitude toward using online advertisement. The more easier ads to use, more positive users' attitude toward using those ads. Respondents will like the ads if they can use online ads easily. So at the end attitude is depend on how easy the users using online ads.

From previous study above, Malhotra and Galleta (2009) mention about "social influences". Researcher assumes that social influences taking parts in attitude toward online advertisement. Social influences can be defined as users environment, their families, their friends, and other consideration that can influences user.

4.9.3 Perceived usefulness has a significant effect on attitude toward using online advertisement.

The results of the hypotheses testing showed that perceived usefulness have significant positive relationship with attitude toward using online advertisement. the result reflect that students of Andalas University will have positive attitude toward online advertisement if they found that ads is useful. Perceived usefulness defined as an individual's perception that use of technology will improve performance (Davis,1989).

Hung-Pin Shih (2003) conducting research about extended TAM of internet utilization behavior, the empirical results show that only enterprise intranet users believed that using the internet to seek and obtain information for their tasks is useful; they had positive attitudes towards its adoption in the workplace and this increased their satisfaction with internet use and produced user perception of system success. Information provided by the intranet to meet user needs enabled positive user attitudes toward internet use, and they perceived that accessing the internet to obtain desired information was effective and convenient.

Based on the result and supported by previous study, it was proved that the hypothesis 3, perceived usefulness of online advertisement influence users attitude toward that online advertisement positively. Respondent will have positive attitude toward online advertisement if they can get benefit from the ads, if the ads meet their needs of information.

There are so many kind of attitudes toward online ads, it could be good, bad, useless or helpful. All those attitudes are affected by respondent's perceived usefulness. If respondents perceive that online ads is useful, then they feel that online ads is lovely, pleasant, interesting, convenience, giving more free time, and offering much information. In general, if respondent think online ads is useful, that mean he or she is like online ads.

4.9.4 Perceived usefulness has a significant effect on intention to use online advertisement

The hypothesis 4 states that there is a positive relationship between perceived usefulness and behavior intention to use online advertisement. based on statistical findings it has found that perceived usefulness has not significantly positive effect at level of overall behavior intention because the standard path coefficient of 0.24 and the critical ratio value of, 0.514 ($p < 0,05$), noted that hypothesis 4 was not supported.

In an investigation of the relationship between perceived usefulness and behavior intention, There are research about extending the TAM for a t-commerce conducted by Yu Jieun et al (2005) they divide the respondent into experienced and inexperienced users. The result reveal that perceived usefulness positively affected behavioral intention. But for inexperienced users this hypothesis is not significant.

There are many previous studies (e.g. Castaneda et al.2007; Masrom Maslin.2007; Malhotra.1999) who have researched between perceived usefulness and behavioral intention. A previous research conducted by Castaneda et al (2007) in research "Web Acceptance Model (WAM): Moderating effects of user experience" found that perceived usefulness is the main determinant of the intention to continue visiting a website, irrespective of the level of experience of the user, its direct influence being greater in the frequent users of the internet. The reason for this result lies in the fact that different individuals evaluate a website from different perspective the experienced users are more interested in the outcome of the search (extrinsic motivation) than those visiting the site for the first time.

The previous study above has shown that perceived usefulness was positively associated with behavioral intention. However, the result of the current study differs from these studies, whereas the relationship between perceived usefulness is not significant influence of behavioral intention in using online advertisement. This is probably because most of respondent on this research is inexperienced users. This is probably because he respondent think that online ads is useful but they don't need it, so they will not have intention to use online ads.

There are so many reasons why the respondent do not intend to use online ads. They might feel that online ads is not useful, or even if they think online ads useful they don't want it. Most of respondent in this research is female, 151 respondents (68.6%). Women consider about the look of online ads, whether it's interesting, unique, or bad. Although the ads content is useful, if the outlook is not good, women wouldn't use it. Then, women's most influential source of information or advice is their friends, women rely on advice and opinions of those individuals around them, if her friends tell do not think online ads is useful, or they don't use online ads, she will take same action as her friends. That's probably the cause of insignificant hypothesis 4 from this research.

Something useful not must be accessed all the time. To solve this problem online ads provider should consider what respondents needs and wants. Provider (the one who provide online advertisement) must be able to make respondents need their advertise in order to make them intend to use or visiting online ads frequently.

4.9.5 Attitude towards using online advertisement has a significant effect on intention to use online advertisement.

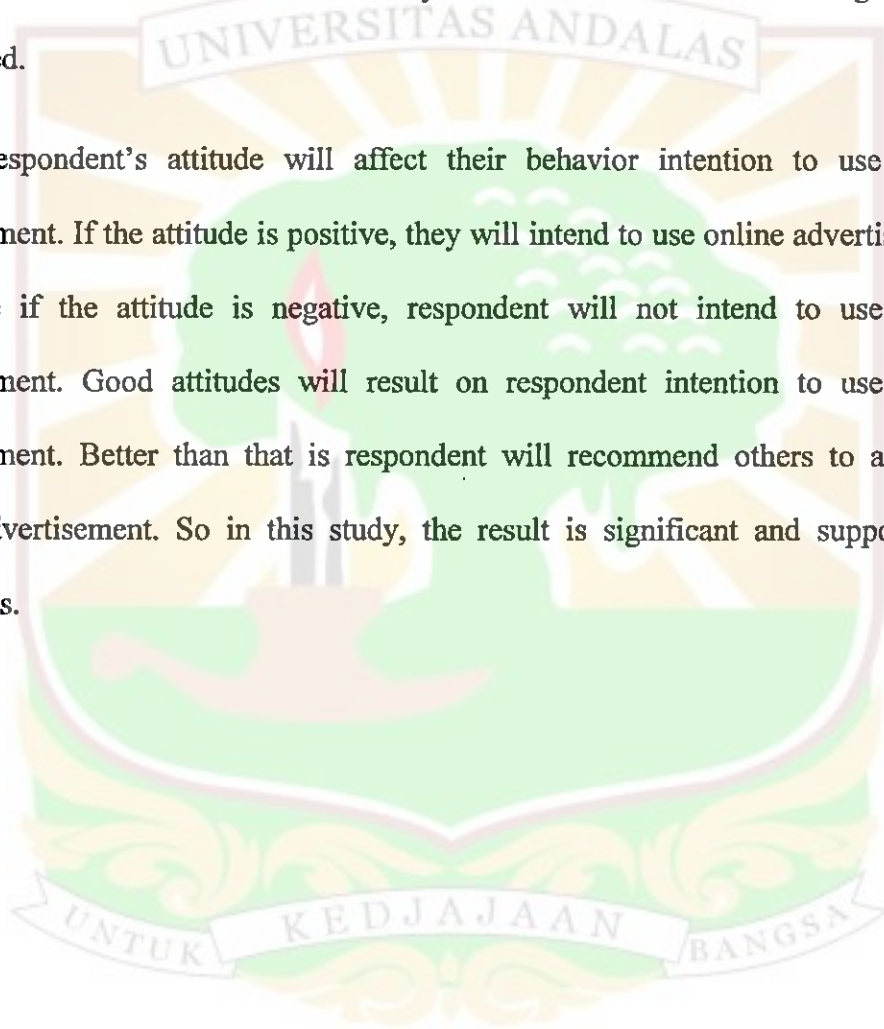
The test of hypothesis 5 found that attitude toward using online advertisement have positive relationship with intention to use online advertisement. the result reflected that attitude of Andalas University's students toward online advertisement influencing their intention to using online advertisement. as the hypothesized in Table 4.28 that mean the research supported the previous study about the relationship between attitude toward using and behavior intention. This study is supported by previous study conducted by Bertrand and Bouchard (2008) which did research about applying the TAM to VR with people who are favorable to its use. This study aims to test how the TAM applies to the use of virtual reality in clinical setting.

The sample is composed of 141 adults interested in using this technology, comprised mostly students, employees, a few professional, and internet users (Sun & Zhan,2006). These individuals likely trained or had the opportunity to acquire experience with these various technologies, which is not the case for a good part of sample. In this study, TAM was adapted and used to describe factors predicting the intention to use virtual reality as a therapeutic tool by mental health professionals.

The model found significant support and good fitting. Beside that, Raafat et al (2007) stated that attitude is confirmed to play an essential role of affecting behavioral intention to use MMLS.

MMLS (multimedia learning system) is defined as a system-mediated learning environment allowing users to interact with various media types and forms, and providing access to a wide range of resources (Cochrance,2005 ;Gonzales,2000; Wilson,1996). Many universities are now beginning to develop and deliver their programs through MMLSs. So their hypotheses in this research “the parameter linking attitude toward use of virtual reality to the intention of use will be significant” is accepted.

Respondent’s attitude will affect their behavior intention to use online advertisement. If the attitude is positive, they will intend to use online advertisement, otherwise if the attitude is negative, respondent will not intend to use online advertisement. Good attitudes will result on respondent intention to use online advertisement. Better than that is respondent will recommend others to also use online advertisement. So in this study, the result is significant and supports the hypothesis.



CHAPTER V

CONCLUSION, LIMITATIONS, RECOMMENDATIONS, AND IMPLICATIONS

5.1 Conclusion of Research

This thesis consists of five chapters; each chapter has been clearly elaborated in the previous section. Chapter one represents a picture of the overall study, preceded by an introduction and background of the research. Chapter two contains the literature review, followed by the development of the hypotheses of the research. These sections also discuss the theories relate to perceive of usefulness, perceive ease of use, attitude, online advertisement, and behavioral intention.

A theoretical model was generated which was then tested using structural equation modeling (SEM). The research processes are reported in chapter three encompasses an outline of the research methodology and includes the research paradigm, design, justification of the research approach and the measurement variables. The research methodology provides a guideline for obtaining the information which is analyzed in chapter four.

Chapter four provides the data analysis and result of the study. The primary purpose of this study was to develop and test the model of the variables which contribute to behavior using online advertisement. These variables are: perceive of

usefulness, perceive ease of use, attitude, and behavioral intention. Based on the review of the literature, research developed a number of hypotheses which were portrayed in the research model.

An examination of theoretical model of the research using AMOS software indicated that the model needed to be modified. Consequently, a minor modification was conducted to improve the good of fit criteria of the model. The result of structural equation model analysis demonstrated that perceive of usefulness and perceive of use have significant influence in attitude toward using online advertisement, beside that, perceived ease of use also contribute in perceived of usefulness, and behavioral intention also determined by attitude toward using online advertisement. Otherwise there is one hypotheses which is rejected, hypothesis 4 perceived usefulness was not significant influence in intention to use online advertisement.

Finally, this study provides a significant implication for business parties in adjusting technology advance by using internet to promote their business. The implication of this study due to advertiser who using online method, by facilitating support tools which can give significant influence in degree or intention in using internet for promote their business. The implication, limitation, and suggestion was presenting in chapter five.

5.2 Implication, Limitation, and Recommendation

5.2.1 Limitation and Recommendation of the Research

There are some limitations on this research and recommendations for the future research:

1. Sample size. Sample in this research is limited 220 respondents. Hopefully, in the next research, sample increased, it will contribute more accurate result,
2. Are of research. This research held only in Andalas University. In future research, researcher should using more university in order to get accurate result,
3. Respondent are Andalas University students. In further research, it will better to change the respondent to general internet users, not only student.
4. In future research it will be better to use mediating variable to get different result.

5.2.2 Implication of the Research

There are some implication of this research. The benefits of online advertisement is not only to promote products or services, but also to give information. Everyone can use online advertisement. The usage of online advertisement affected by the culture in a community. If people believe that using online advertisement is useless, the result will be low usage of online advertisement.

Another reason of low usage of online advertisement is the anxiety of false and inaccurate information. Implication for advertiser, they should create ads that are not only useful and secure, but also trustworthy. Advertiser can make unique and interesting ads in order to attract internet users. Nowadays, many advertisers put their ads in social media like facebook, and twitter in order to get many viewers easily. Online advertisement is practice, it form can be in small size and can be put anywhere in the site that we want. This method will save cost.



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