Uji Persyaratan Fit Model & Asumsi SEM-PLS

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OLEH :

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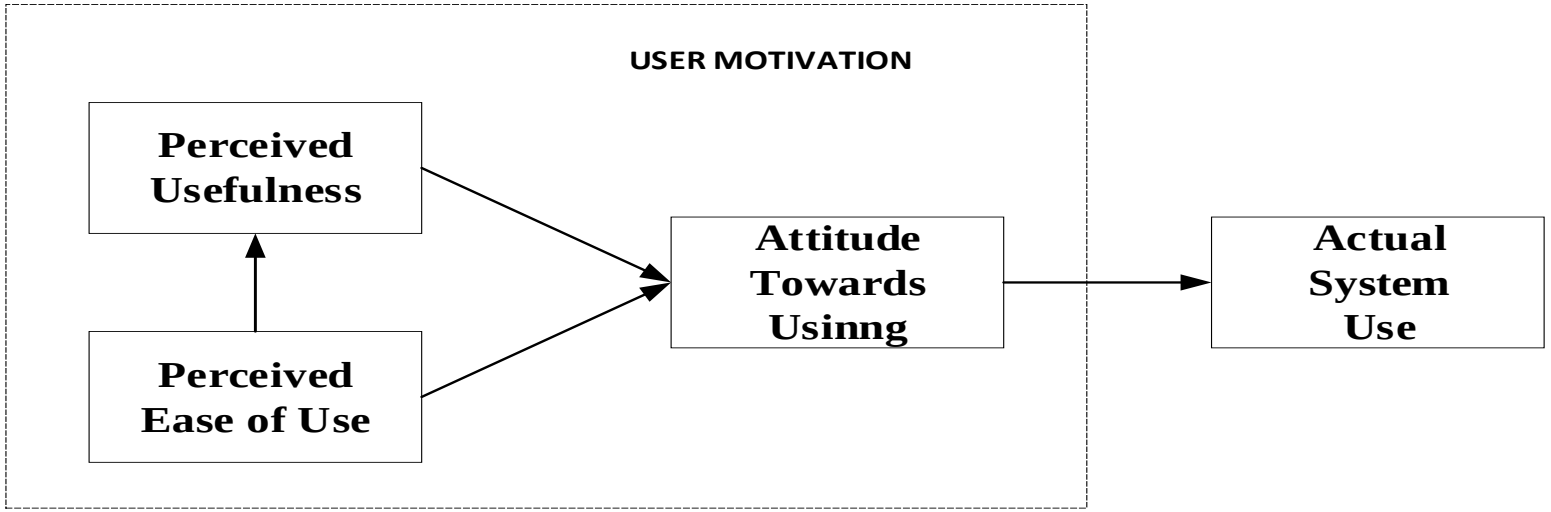
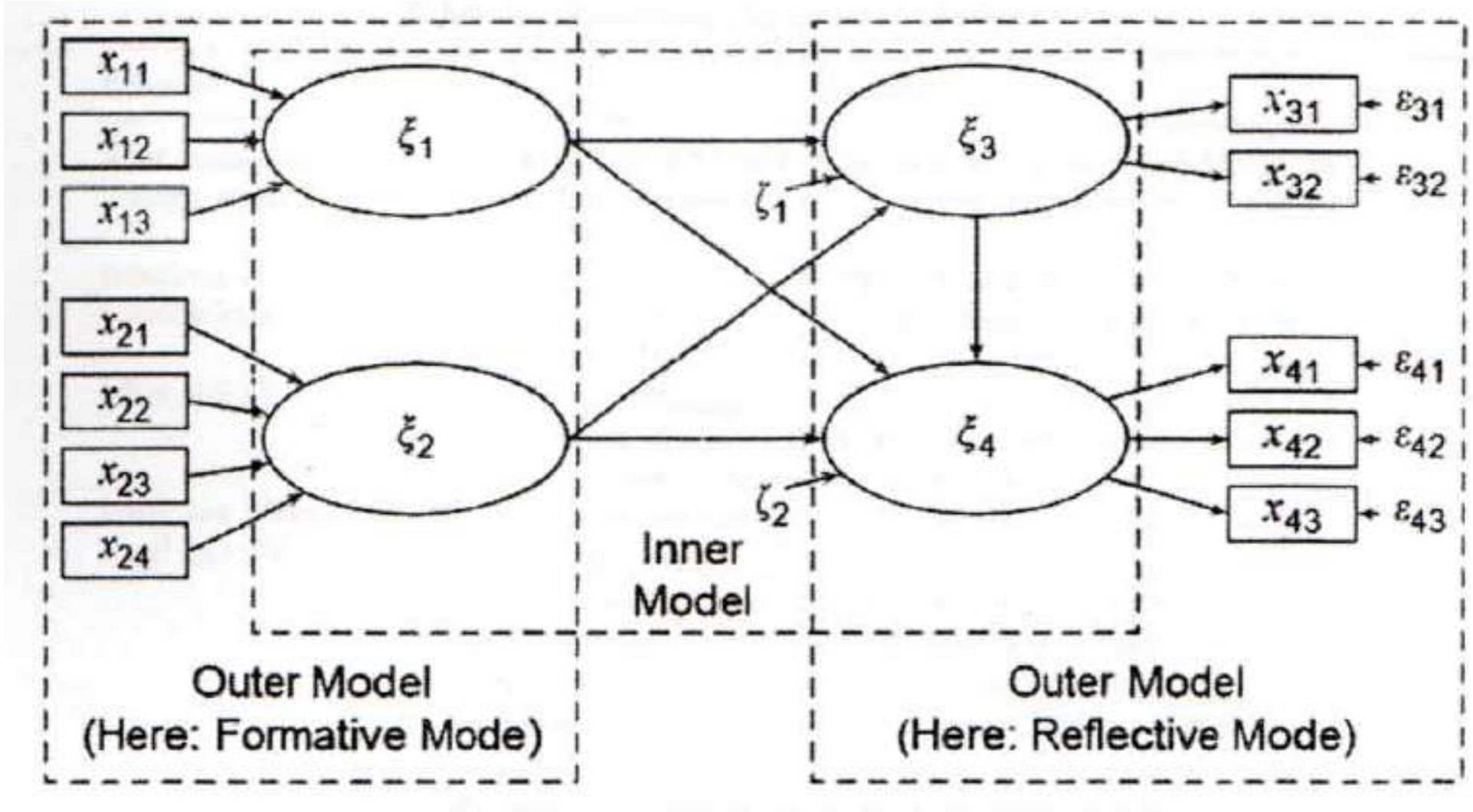
Nama Theory	:	**Technology Acceptance Model**
Ilmuwan Pengembang Theory	:	Davis pada tahun 1986
Penjabaran Teori	:	Technology Acceptance Model (TAM) digunakan untuk menerangkan mengapa sikap (attitude) dan kepercayaan (belief) konsumen dapat berpengaruh terhadap perilaku konsumen dalam menerima atau menolak suatu produk sistem informasi/teknologi. Dalam TAM, terdapat dua determinan utama sebagi dasar hubungan terkait penggunaan sistem, yaitu: Perceived Usefulness (Sejauh mana seseorang yakin bahwa penggunaan sistem/teknologi akan meningkatkan performansinya atau bermanfaat).". Variabel Perceived Ease of Use diartikan sejauh mana seseorang yakin bahwa menggunakan sistem tertentu tidak memerlukan usaha yang keras atau dengan kata lain mudah penggunaannya.". TAM menghipotesiskan bahwa Perceived Ease Of Use dan Percieved Usefulness merupakan determinan dari Attitude To Use The System. Attitude Toward Using merupakan varaibel mediasi dari pengaruh Perceived Ease Of Use dan Perceived Usefulness terhadap Actual System Use. Perceived Usefulness dipengaruhi secara langsung oleh Perceived Ease Of Use. TAM adalah salah satu teori adopsi teknologi yang paling banyak dipakai dan dirujuk untuk menjelaskan penerimaan induvidu terhadai sistem informasi atau teknologi



Outer dan Inner Model SEM-PLS

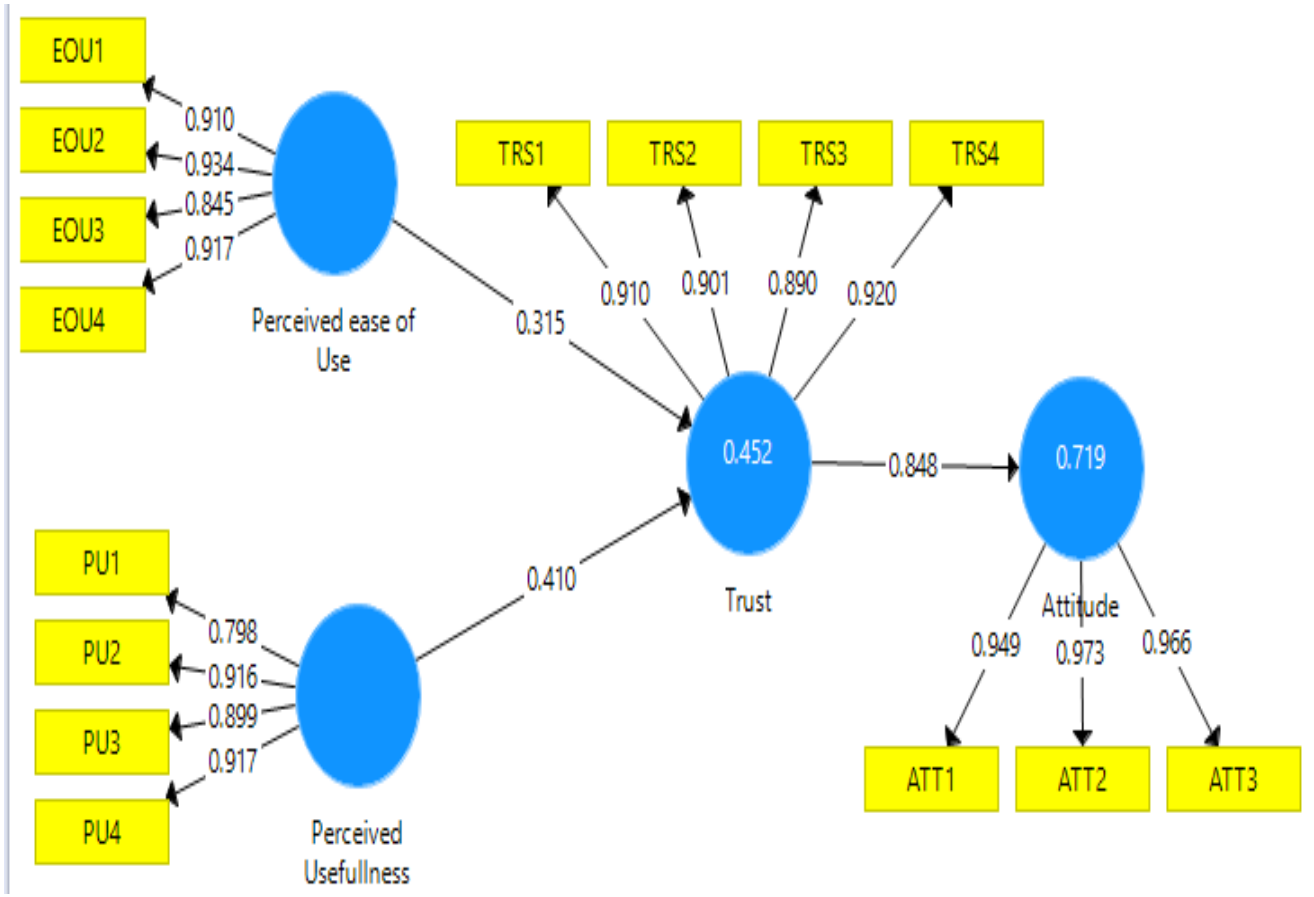


UJI Measurement (Outer) Model

1. Click **Calculate**
2. Pilih **PLS Algorihtm**

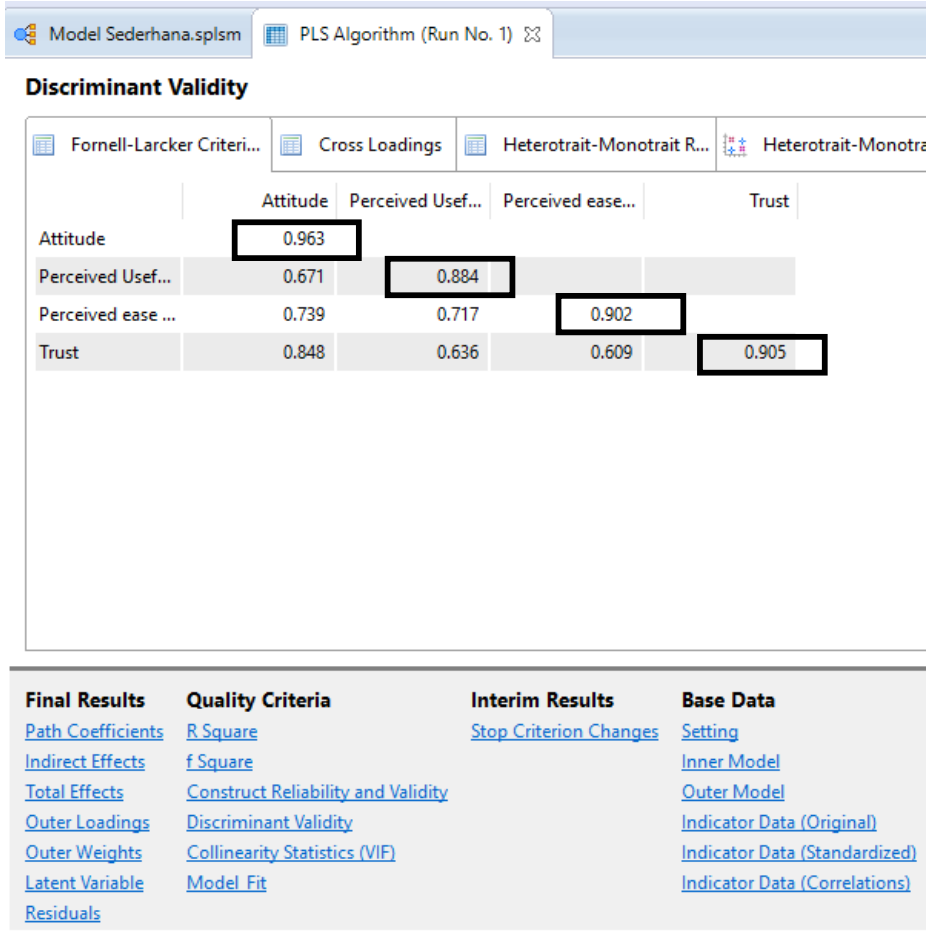
UJI VALIDITAS CONVERGENT

Evaluasi dari measurement model dapat dilihat dari korealasi antara score item/indicator dengan score konstruknya . Indikator individu dianggap reliable jika memiliki nilai korelasi diatas 0,70. Namun demikian pada riset pengembangan skala, outer loading 0.50 sampai 0.60 masih dapat **diterima (Imam Ghozali, 2015)**



UJI Measurement (Outer) Model

Uji Measurement juga bisa dievaluasi dari Discriminant Validity dengan melihat **Fornell-Larckell Criteria** dan **Cross Loading**. Yang dilihat dari evaluasi ini adalah korelasi antara Variabel-Variabelnya (Untuk **Fornell-Larckell**) dan Korelasi antara indicator suatu variable apabila dibandingkan dengan korelasi variable lainnya (Cross Loading).



Model Sederhana.splsm | PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criteri... | Cross Loadings | Heterotrait-Monotrait R... | Heterotrait-Monotra

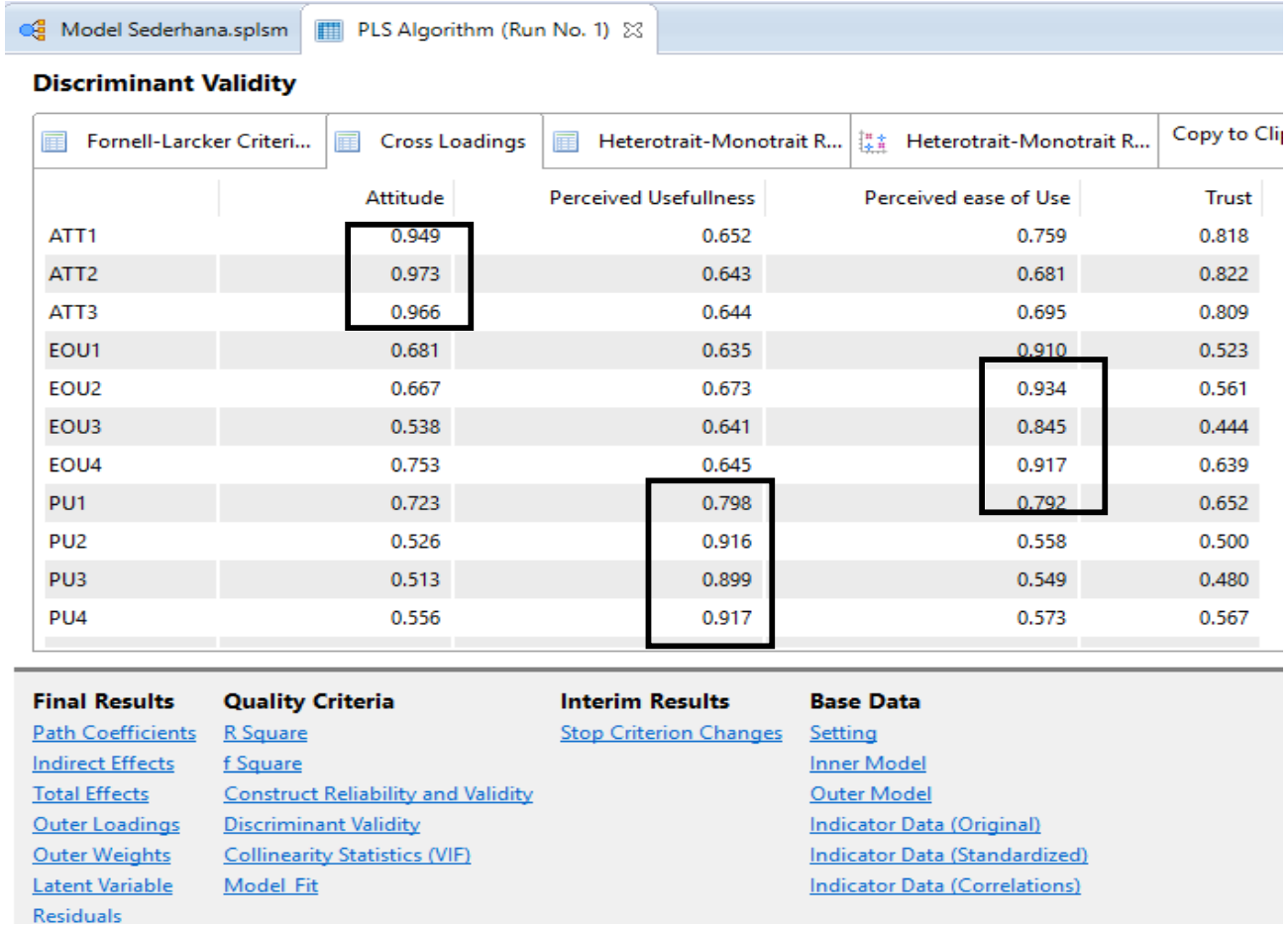
	Attitude	Perceived Usef...	Perceived ease...	Trust
Attitude	0.963			
Perceived Usef...	0.671	0.884		
Perceived ease ...	0.739	0.717	0.902	
Trust	0.848	0.636	0.609	0.905

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data (Correlations)



Model Sederhana.splsm | PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criteri... | Cross Loadings | Heterotrait-Monotrait R... | Heterotrait-Monotrait R... | Copy to Cli

	Attitude	Perceived Usefullness	Perceived ease of Use	Trust
ATT1	0.949	0.652	0.759	0.818
ATT2	0.973	0.643	0.681	0.822
ATT3	0.966	0.644	0.695	0.809
EOU1	0.681	0.635	0.910	0.523
EOU2	0.667	0.673	0.934	0.561
EOU3	0.538	0.641	0.845	0.444
EOU4	0.753	0.645	0.917	0.639
PU1	0.723	0.798	0.792	0.652
PU2	0.526	0.916	0.558	0.500
PU3	0.513	0.899	0.549	0.480
PU4	0.556	0.917	0.573	0.567

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UJI Measurement (Outer) Model

UJI REABILITAS

Reabilitas Outer Model dapat dilihat dari nilai AVE, Cronbach Alpha dan Composite Reability:
Nilai AVE >= 0,50
Nilai Composite Reability >= 0,70
Nilai Cronbach Alpha >=0,70
Note:
Biasanya nilai **Cronbach Alpha** yang dihasilkan PLS sedikit Underestimate sehingga lebih disarankan untuk menggunakan **composite reability**

Model Sederhana.splsm | PLS Algorithm (Run No. 1)

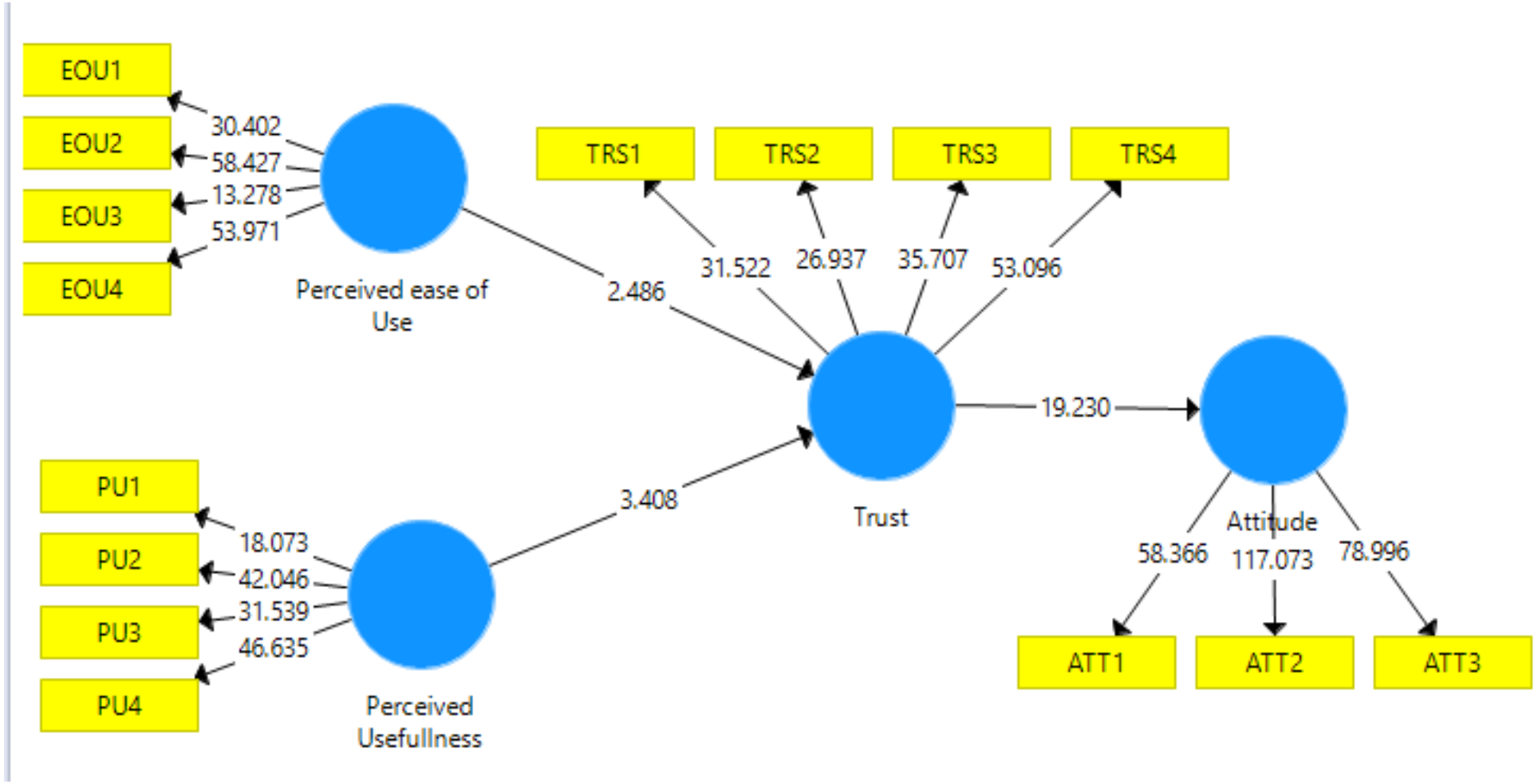
Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (... | Copy to Clipboard: | Excel Format | R Format

	Cronbach's Al...	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.960	0.961	0.974	0.927
Perceived Usefullness	0.906	0.913	0.934	0.781
Perceived ease of Use	0.924	0.940	0.946	0.814
Trust	0.927	0.936	0.948	0.819

UJI Struktural (Inner) Model

1. Click **Calculate**
2. Pilih **Bootstrapping**



UJI Struktural (Inner) Model

Model Sederhana.splsm | Bootstrapping (Run No. 2)

Outer Weights

Mean, STDEV, T-Values, P-Va... | Confidence Intervals | Confidence Intervals Bias C... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (...	T Statistics (|O/STDE...	P Values
ATT1 <- Attitude	0.347	0.349	0.011	32.728	0.000
ATT2 <- Attitude	0.349	0.350	0.010	34.557	0.000
ATT3 <- Attitude	0.343	0.342	0.011	31.798	0.000
EOU1 <- Perceived ease of Use	0.267	0.265	0.022	12.253	0.000
EOU2 <- Perceived ease of Use	0.286	0.287	0.020	14.028	0.000
EOU3 <- Perceived ease of Use	0.226	0.225	0.033	6.941	0.000
EOU4 <- Perceived ease of Use	0.326	0.329	0.028	11.507	0.000
PU1 <- Perceived Usefullness	0.338	0.344	0.046	7.423	0.000
PU2 <- Perceived Usefullness	0.259	0.258	0.019	13.798	0.000
PU3 <- Perceived Usefullness	0.249	0.247	0.021	12.025	0.000
PU4 <- Perceived Usefullness	0.294	0.293	0.023	12.735	0.000
TRS1 <- Trust	0.260	0.261	0.010	24.996	0.000
TRS2 <- Trust	0.249	0.249	0.013	19.644	0.000
TRS3 <- Trust	0.275	0.275	0.016	17.070	0.000
TRS4 <- Trust	0.320	0.321	0.021	15.397	0.000

Path Coefficients

Mean, STDEV, T-Values, P-Va... | Confidence Intervals | Confidence Intervals Bias C... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Usefullness -> Trust	0.410	0.416	0.120	3.408	0.001
Perceived ease of Use -> Trust	0.315	0.314	0.127	2.486	0.013
Trust -> Attitude	0.848	0.848	0.044	19.230	0.000

R Square

Mean, STDEV, T-Values, P-Va... | Confidence Intervals | Confidence Intervals Bias C... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude	0.719	0.720	0.074	9.779	0.000
Trust	0.452	0.472	0.098	4.620	0.000

Model Sederhana.splsm | Bootstrapping (Run No. 2)

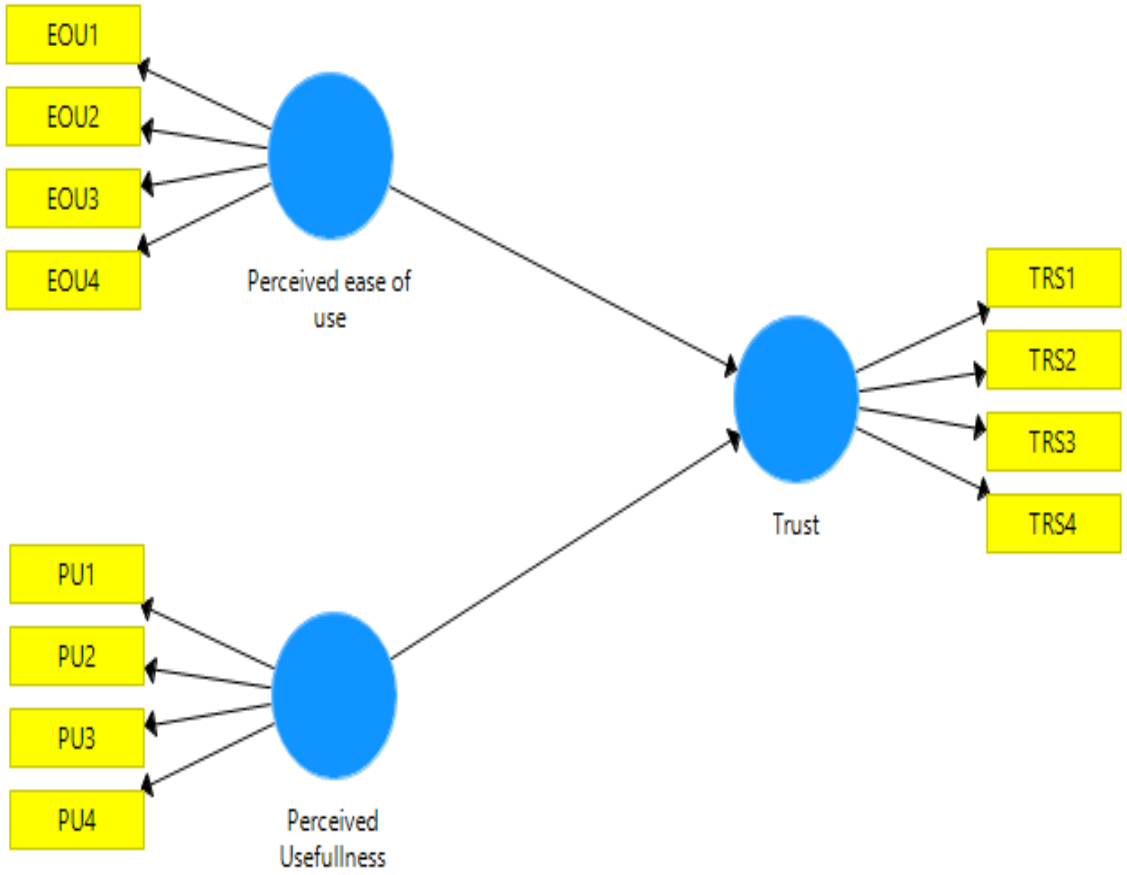
R Square Adjusted

Mean, STDEV, T-Values, P-Va... | Confidence Intervals | Confidence Intervals Bias C... | Samples | Copy to Clipboard: Excel Format | R Format

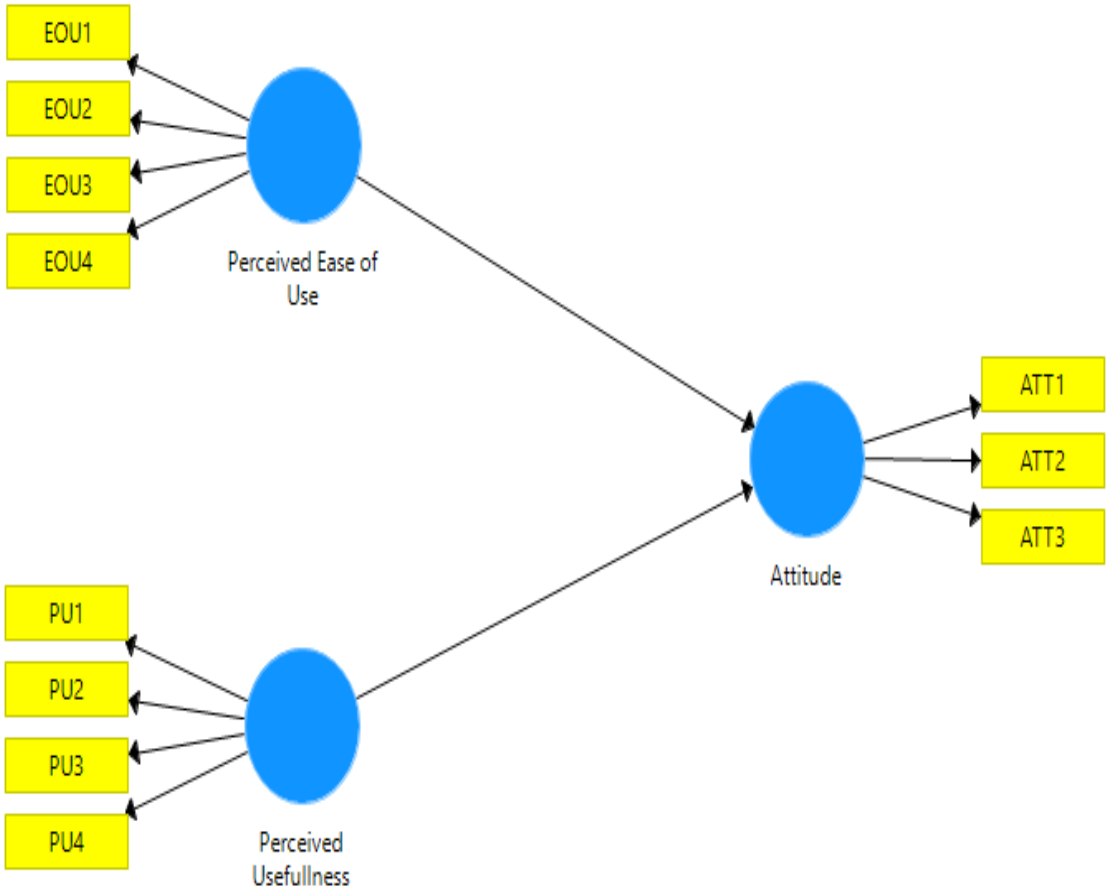
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STD...	P Values
Trust	0.441	0.461	0.100	4.414	0.000
Attitude	0.717	0.717	0.074	9.642	0.000

- Outer Weight memperlihatkan bahwa tiap indikator signfikan terhadap variabel latennya, karena t statistiknya > 1,96..
- Path Coefficient menunjukkan bahwa semua pengujian variabel antar variabel adalah signifikan. Dengan demikian dapat disimpulkan bahwa semua hipotesis dapat diterima.
- R Square dan Adj. R Square menujukkan kemampuan variabel variabel eksogen dalam menjelaskan variabel endogen. Jadi kemampuan Variabel Perceived ease of use, Perceived Usefullness dan Trust kepada attitude adalah 71,9%

Latihan 1. Menggambar Model & Analisis



(a) Regresi 01



(b) Regresi 02

Latihan 2. Menggambar Model & Analisis