

ABSTRACT

The purpose of this study is examine attitudes on intention to use Internet Banking of Bank Mandiri customer in Kuningan, West Java.. In this research the variables used is Perceived Ease of Use (independent variable), Perceived Usefulness(independent variables), Attitude Towards Product (intervening variables), and Intention to Use (dependent variables)

The research were selected random sampling method, this method purpose subjectively. Sampling this research is an bank Mandiri customer in Kuningan, West Java, applied to 112 people. those are respondents is an bank Mandiri customer . Stuctural Equatiom Modeling (SEM) was run with AMOS 21,0 software, used to analyze the data. Result of the analysis that Perceived Usefulness take affect intention to use Internet Banking.

The Results of SEM analysis for the full model has met the criteria for with Goodness of Fit Index indeks criteria Chisquare= 158.739; Significance probability = 0,05; RMSEA = 0,075; CMIN/DF = 1.620; TLI = 0,945; CFI = 0,963; GFI = 0,854 dan AGFI = 0,797. Based on the result that all hypothesis are accepted, can be concluded that the model is acceptable, thus it can be said that this model is feasible to use.

Keyword : Attitude Towards Product, Perceived Ease of Use, Perceived Usefulness, Intention to Use, Internet Banking