

ABSTRACT

Telkomsel as the largest operator had 157.39 million subscribers in 2016 in Indonesia provides applications MyTelkomsel Apps available on Android and iOS with a variety of features and services that can help the customer but becoming increasingly common application is not significant enough of the total customers of Telkomsel, the current number of user MyTelkomsel reach 11 million (7%) and per month accessed on average by 1 million users (1%) would require a study of key factors influencing behavioral intention to adoption applications MyTelkomsel Apps from the application user in order to know what factors affect the behavior consumers in adopting MyTelkomsel Apps application.

Theoretical approach used in this study is a model of acceptance Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) which has been modified with variable constructs Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Trust, Price Value and Habit, the dependent variable consists of Behavioral Intention while Age and Gender as a variable moderation.

Data collected through online questionnaires. Dissemination of information through social media, whatsapp and SMS broadcast for approximately one month. The number of respondents who obtained is 518 respondents with 508 respondents who declared valid. Percentage of respondents who declared valid if the respondent has ever used MyTelkomsel Apps. To ensure the questionnaires were filled in the target respondent is right, then the respondents answered two screening question correctly. Processing data using methods Partial Least Square (PLS) with the help of software applications SmartPLS 3.0.

Processing results obtained from the model with R-Square value of 0.707 so that the model can predict the intentions of the respondents in the adoption application MyTelkomsel Apps able to predict 70.7%. There are four variables in Modified UTAUT2 proven to have positive significant effect on the intention to do MyTelkomsel Apps application adoption by customers of Telkomsel, namely Performance Expectation (2,628), Habit (5.189), Trust (3.137) and Behavior Intention (3,264).

The conclusion of this study is there are several factors that significantly influence the adoption of application MyTelkomsel Apps by Telkomsel subscribers to the Behavior Intention namely Performance Expectancy, Habit and intention of adopting the Trust in MyTelkomsel Apps application.

Keywords: *MyTelkomsel Apps, UTAUT, Customer Acceptance, Adoption of technology*