

## ABSTRACT

Innovation of digital television technology began to be used in many countries to replace the long-used analog television technology. Indonesia as a country member of International Telecommunication Union (ITU) also performs analog television migration to digital television gradually throughout Indonesia. Consumption of television media is still the main media used by people in Indonesia in daily life. Noted on the reporting of research conducted by Nielsen, 95% of Indonesians using television as an information media. But most television users in Indonesia is still dominated by analog television users rather than digital television that has many advantages over analog television.

This study aims to determine the factors of Technology Acceptance Model (TAM) that learn about the acceptance of technology and intention of digital television acceptance that planned by Indonesian government using SEM (Structural Equation Modeling) with SmartPLS 2.0 as statistical software. This study used a sample of 385 people who know or using digital television spread using questionnaire in Indonesia.

The results of this study show that Perceived Usefulness has the most significant effect on Behavioral Intention with  $R^2$  of 0.5 or 50%. Perceived Usefulness and Attitude to Use affect Behavioral Intention with  $R^2$  of 0.46 or 46%. While Attitude to Use alone has a positive impact but not significant on Behavioral Intention on the use of digital television. Factors that have the greatest influence on the intention to use digital television technology are the perception of the benefits that society will receive in the use of digital television.

Keywords: Digital television, Technology Acceptance Model, the technology acceptance