

ABSTRACT

eSIM is a new format of that is no longer takes the form of a physical card. The rapid growth in the number of smartphone device production that supports eSIM services at affordable prices has become a turning point in eSIM development stages. eSIM has emerged as a transformative technology, reshaping the telecommunication Industry. PT Indosat, a prominent player in the Indonesian telecommunication market has been proactive in launching eSIM in the past 2 years. However, despite aggressive efforts, the adoption rate has not met the company expectations. Data analysis collected from internal organization, primary reason of eSIM growth below company expectation is due to lack of acceptance and adoption. This encourages Indosat to continue making improvements toward eSIM services to support the growth.

This research objective is to investigate the factors that influencing customer intentions to adopt eSIM and gather a comprehensive understanding of the factors affecting eSIM adoption by employing a modified UTAUT-2. A mixed-methods approach was adopted to gain a thorough understanding of the factors influencing eSIM adoption. A quantitative survey was conducted with minimum 614 active eSIM users, selected through purposive sampling. The information gathered was examined using Structural Equation Model (SEM) with SmartPLS3. Additionally, qualitative in-depth interviews were conducted with non-eSIM user to gather insights into their perceptions and barriers to adoption. The results of quantitative and qualitative data are integrated for analysis.

The results of the analysis show that seven variabels such as Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation, Technology Trust, Word of Mouth are factors that influence the adoption of user behaviour toward eSIM. While Social Influence variable does not significantly effect the user behaviour toward eSIM adoption. By understanding the factors that influence eSIM adoption, Organizations can develop targeted strategies to increase user update and drive digital growth.

Keywords : eSIM, Adoption, Behavior Intention, UTAUT2, Indosat, IOH, Mixed Methods, Digital Telco, Digital.