

ABSTRACT

The COVID-19 pandemic has had a major impact on various sectors, including the Telecommunications sector. Telkom Group sees this as a positive impact to accelerate digital services to the entire community by providing adequate support for digital connectivity infrastructure, digital platforms, and digital services. The digital shift is critical for telecommunications companies around the world. To accelerate the aid of digital services available to the entire community, Telkom launched a product that has added value at a more affordable price, especially in the conditions of the COVID-19 pandemic, namely Orbit products.

Orbit is Telkomsel's Wireless Home Internet product through the Telkomsel 4G LTE network, which is useful for helping customers or users to be more productive with a stable internet connection with the convenience of simple modem settings through one application. Furthermore, the telecommunications industry in the world is currently aiming for Seamless Internet using the FMC or Fixed Mobile Convergence system. Therefore, FMC is a driving force for the importance of conducting research that aims to determine what factors are and how much influence they have on consumer decisions to adopt Orbit services.

This research was conducted through an online questionnaire survey using google form. Then descriptive and quantitative data processing and analysis were carried out using the Modified UTAUT 2 model. The forming factors are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, and Connectivity. The number of valid respondents in this study was 400 respondents. The analysis technique used to interpret and analyze the data in the study is the PLS-SEM technique using SmartPLS 3.3.2. software.

Based on the research results, R^2 of Behavioural Intention is 0.74, and R^2 value of Use Behaviour is 0.615. All variables in the modified UTAUT 2 model are proven to have a significant positive effect on customer behavior in using Orbit. Based on the study results, We found that the most significant factor of Modified UTAUT2 that affects Use Behaviour in using Orbit is Price Value. To increase user behavior to use Orbit, Telkom needs to optimize the quality of Orbit services following the monthly costs incurred to subscribe to this product.

Key words: Fixed Wireless Access, Orbit, Modified Unified Theory of Acceptance and Use of Technology 2