

ABSTRACT

One of the interesting phenomenon of the development of the Technology, Information and Communications Technology (ICT) is the presence of the Internet as a new medium that is inseparable from the life of today's modern society. The rapid development of the Internet to change the way people communicate faster and in real time. In 2012, the number of messages sent via instant messaging has surpassed the number of messages via SMS to the number 19 Billion messages for instant messaging and SMS 17.6 billion. Among a variety of instant messaging that now exist, LINE is one instant messaging that is interesting to study with the rapid growth of users and its superiority compared to WhatsApp and Blackberry. Technology Acceptance Model (TAM) is a model of acceptance of information technology systems that will be used by the user, TAM stated that individual acceptance of the information technology system is determined by the perceived usefulness and perceived ease of use, both constructs the effect on behavioral intention. Nielsen survey in 2014 on smartphone users in Indonesia stated that the fuel is still the application of interest by 79%, WhatsApp LINE 57% and 37% even in terms of features, LINE more dominating than the BBM and WhatsApp.

The aim of this study was to determine the influence of perceived usefulness and perceived ease of use on behavioral intention on LINE instant messaging users in Indonesia. This research is quantitative descriptive data and causal analysis, respondents surveyed in this study amounted to 400 users instant messaging LINE in Indonesia with incidental sampling technique. Data were collected from 17 questionnaire is then processed using IBM SPSS 20 with a data analysis technique multiple linear regression.

The results showed that perceived usefulness in the position of 75.81% with a number of high category, perceived ease of use are at the 81.43% figure with a high category, behavioral intention is in a position 79.52% with high category, perceived usefulness significant effect against behavioral intention amounted to 18.83%, perceived ease of use significantly influence the behavioral intention amounted to 36.84% and the perceived usefulness and perceived ease of use significantly influence behavioral intention amounted to 55.7%.

Keywords : Instant Messaging LINE, Perceived Usefulness, Perceived Ease of Use, Behavioral Intention