

## ABSTRACT

*Internet users in Indonesia is ranked 6th in the world and 21% use the Internet comes from a smartphone. Cities in Indonesia experienced many positive changes and Indonesia are implementing smart city or a smart city that is believed to be the solution to urban management problem. Bandung is one of the cities that is being transformed into a smart city, hopefully with the help of technology, one city directory application that can be accessed by anyone, anywhere, anytime, can help realize Bandung into a smart city.*

*The purpose of this research is to acknowledge the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, and Habit on Behavioral Intention and Use Behavior the use of Hi Bandung Application based on berdasarkan Unified Theory of Acceptance and Use of Technology 2 Model (UTAUT 2).*

*The research is a quantitative research using Partial Least Square (PLS) data analysis. This Research uses primary and secondary data. This Research uses primary and secondary data. Primary data came from interviews and questionnaires to 385 respondents and secondary data came from journals, books, and websites. This research use software Warp PLS 5.0. as tools.*

*The results of data processing shows that Facilitating Condition effect on Behavioral Intention moderated by Gender, Hedonic Motivation effect on Behavioral Intention, Price Value effect on Behavioral Intention, Habit effect on Use Behavior and Behavioral Intention effect on Use Behavior the use of Hi Bandung application as Bandung Smart City supporting.*

*Key words: Performance expectancy, Effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit, behavioral intention, use behavior, Unified Theory of Acceptance and Use of Technology*