

ABSTRACT

Indonesia WiFi @wifi.id is the most popular WiFi-based internet service in Indonesia where combines the advantages of mobility owned by cellular network with reliable quality from cable network. However, the rate of user adoption who using this service is still low. Therefore, it is important to know the factors that influence user's intention and behavior of @wifi.id internet service.

Through this research will measure and determine the factors of user's preferences when using @wifi.id services and the factor that influence intention and use behavior using @wifi.id services in area of Telkom University based on UTAUT 2 Model including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, and Habit that will be moderated by Age, Gender, and Experience.

This research uses 420 respondents @wifi.id internet service user in Telkom University. Using questionnaire as main data collection tool consists user preference questions and 28 item statements covers nine variables constructs based on UTAUT 2. Using traditional conjoint analysis with regression to test user preference @wifi.id service and structural model measurement using Structural Equation Modelling (SEM) with LISREL 8.80 and AMOS 22 for moderating variable measurement.

The result of the research suggests that frequency of usage is an important factor in @wifi.id user's preferences. UTAUT2 factors that contributing to the Behavioral Intention are Performance Expectancy, Effort Expectancy, Facilitating Condition, Price Value, and Habit. Those factors contribute as much as 61%, while the factors contributing to the Use Behavior, which are Behavioral Intention and Habit, contribute as much as 53%. It is proven that Age moderate the influences Social Influence and Price Value on Behavioral Intention, while Gender moderate the influences of Social Influence and Hedonic Motivation on Behavioral Intention along Habit on Use Behavior. Experience are proven moderate the influences of Facilitating Condition and Hedonic Motivation on Behavioral Intention along Habit on Use Behavior.

Based on the research findings, the result of this research will allow the company to take into account the factors that should be their top priority to work on, such as routine network maintenance, redesigning of the website user interface, collaboration with all mobile operator in Indonesia to provide sales channels, as well to develop user-oriented based product to fulfill their needs according to their preferences in using @wifi.id

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