

ABSTRACT

The development of information and communication technology is growing rapidly nowadays. One of application that emerged and evolved from the growing capabilities of telecommunications networks is Online Collaboration application. PT Telekomunikasi Indonesia, Tbk (Telkom), which has 16 097 employees introduced the application "Telkom Olive Meeting" as an online collaboration applications to employees. However, after 18 months of its introduction, the rate of adoption of these applications by employees is still very low at 12% of total employees. Therefore, it is important to know and understand the key factors that influence behavior intention in the adoption of online collaboration application by Telkom employees.

Based on the study of literature and interviews with several person in charge at Telkom, the modified model Unified Theory of Acceptance and Use of Technology (UTAUT) is used with Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Hedonic Motivation and Content Quality as an independent variable, Ages , Gender and Work Area as a moderating variable and Behavioral Intention as the dependent variable in this study.

The research model was tested with 526 valid data from Telkom employee in a work locations across Indonesia as a respondents. Data were analyzed using the software SmartPLS2.0 and the result is that five independent variables (Performance Expectancy, Social Influence, Habit, Hedonic Motivation and Content Quality) have a significant effect to the Behavioral Intention of Telkom employees in adopting online collaboration application.

Based on the results of this study, to increase the adoption rate of employees, it is suggest to Telkom to increase the socialization of applications to employees, adding additional features that are entertaining in the application, and use the management as a role model in using of online collaboration application.

Keywords : *Online Collaboration, Technology Adoption*