

ABSTRAK

Facebook is hoping to continue surviving in the media industry especially in mobile social media industry, and the increasing number of mobile Facebook user can boast the profit for the company. Understanding motive and reason of Facebook user can create and develop service feature and interface of mobile Facebook that can be accepted by user.

Because of that this study is needed, about motive of mobile Facebook user that have an influence on attitude and have an impact on mobile Facebook user behavior in Indonesia. This study measures the motive using Uses and Gratifications theoretical model that divided into Gratification Obtained and Gratification Opportunities.

This research is using quantitative method with 202 respondents as sample. Data is being analyzed using descriptive analysis and hypothesis testing using Structural Equation Model based on component and variance-Partial Least Square with SmartPLS 2.0 application.

This study found that motive on Gratification Obtained and Gratification Opportunities have a significant positive effect on attitude and have impact on attitude, except for Obtained "Social Interaction" motive has no direct significant positive effect on attitude.

Suggestion based on the study finding for the company is to increase attributes that still have smaller value but have bigger influence toward attitude and have impact on mobile Facebook user behavior.

Key Word: *Uses and Gratification, Gratification Obtained, Gratification Opportunities*