

ABSTRACT

The amount and the growth of internet users in Indonesia is quite high. XYZ Corporation as one of Telco Corporation with the category of full service network provider in Indonesia is taking action to support and maintain this condition by releasing a broadband internet access through *Indihome*, *ASTI-Net*, *wifi.id*, etc. Notably for *wifi.id* and its derivative product that is *SSO wifi.id* which is issued for calculating the amount of less satisfactory users.

It is required to have a study about the main factor that affect *Behavioral Intention and Use Behavior* to do an adoption to the service of *SSO wifi.id* from the internet users to measure all kind of factors which give an influence to consumer's behavior in adopting the service of *SSO wifi.id*.

The theory approach used in this research is the acceptance model of *Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2)* which has been modified with a construct variables of *Performance Expectancy*, *Social Influence*, *Facilitating Condition*, *Hedonic Motivation*, *Price Value*, *Habit* and *Mobile Friendliness*, the dependent variable is *Behavioral Intention and Use behavior* and the moderate variable is *Age and Income*.

The data collection is done by distributing the online and in person questionnaire. The number of the respondents are 737 respondents. The data measurement is processed in *Partial Least Square (PLS) method* by using a software application named *SmartPLS 2.0*.

The result of the measurement shows the R-Square is 0,791, in conclusion, this model could predict the willingness of respondents in using the service of *SSO wifi.id* with the accuracy of the prediction is 79,1%

There are six variables in *Modified UTAUT2* which is proven in having significant positive influence in the intention to adopt the service of *SSO wifi.id* in Indonesia, those are *Habit (1,595)*, *Price Value (1,524)*, *Mobile Friendliness (1,331)*, *Social Influence (1,330)*, *Hedonic Motivation (1,103)*, *Facilitating Condition (1,102)*, *Performance Expectancy (1,074)*, and *Effort Expectancy (1,063)*. The influence of variable in the moderation of age differencies (*Age*) is proven to have a correlation to variable *Performance Expectancy* in the intention to adopt the service of *SSO wifi.id*. While the variable of moderation in income (*Income*) is proven that the difference class of income moderate the effect of variable *Price Value*.

Key Words: *Habit, Price Value, Facilitating Condition, Behavioral Intention, Mobile friendliness, Effort Expectancy, Social Influence, Telco, wifi.*