

ABSTRACT

Telkomsel is one of the telecommunication companies in Indonesia are serious about growing electronic money. It is shown by releasing a product called Telkomsel Cash. Telkomsel Cash was first launched in 2007 but in 2015 introduced using NFC technology (Near Field Communications). Up to 2015 users Telkomsel Cash only 13.5 percent of all users of Telkomsel, it is caused by the spread of Cash Telkomsel in Indonesia has not been evenly distributed

This research was conducted to find the influence of Performance expectancy, Effort expectancy, social influence, facilitating condition, hedonic motivation, price value, and the habit of the behavioral intention and use behavior in the adoption of electronic money service Telkomsel Cash using the approach of the Unified Theory of Acceptance and Use of Technology 2 Model (UTAUT 2). The methodology used is quantitative data analysis techniques taking structural Equation Model (SEM), samples were taken using a quota sampling technique and then processed with the use of software Partial Least Square 2.0 (SmartPLS 2.0).

The findings using path analysis in this study shows that the variable habit has a positive and significant impact greatest on behavioral intention and use behavior in the adoption of electronic money service Telkomsel Cash, to increase the number of users should Telkomsel as service developers Telkomsel Cash improve the quality of service to consumers, and add merchant in cooperation with Telkomsel Cash used in trading.

Keywords: UTAUT 2, structural Equation Model, Use behavior, Near Field Communications, Telkomsel Cash