

ABSTRACT

This research discuss about factors affecting consumer adoption of broadband internet in Bandung with the internet users who have not subscribed to broadband internet yet which are domiciled in Bandung as the research object. The affecting factors to be discussed in this research consist of relative advantage, utilitarian outcomes, primary influence, secondary influence, self-efficacy, perceived knowledge, and cost are specifically obtained from model adoption of technology in the household approach. Those variables were tested to behavioral intention to adopt broadband to find what variables affected consumer intention to adopt broadband internet.

The results showed that, generally, consumer intention to subscribe broadband was still considered insufficient. This is indicated by the number of respondents who have intention to adopt only reached 58%. Test conducted on the hypothesis also indicates that there are six variables that significant for explaining consumers' behavioral intention to adopt broadband. The increasing influence of *self-efficacy*, *primary influence*, *perceived knowledge*, *secondary influence*, *utilitarian outcomes*, and the declining influence of cost will increase internet user's intention to adopt broadband internet.

Based on the variables that influence behavioral intention to adopt broadband, then arranges some proposed program to increase consumers adoption of broadband. In accordance to the greater influence variables, then it focus to educate people to be more aware to broadband internet, then followed by another programs, such as professionalism based training, broadband goes to school, and several other related programs. With these programs, hopefully, Internet users intention to adopt broadband internet will increase and indirectly operators can increase the number of their new broadband internet subscribers.

Keywords: intention to adopt, broadband