

ABSTRACT

This research discuss about factors affecting internet users adoption of Speedy internet in Denpasar with the internet users who have not subscribed to Speedy internet yet which are domiciled in Denpasar 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, perceived ease of use, and cost. Those variables were tested to behavioral intention to adopt Speedy to find what variables affected consumer intention to adopt Speedy.

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 Speedy only reached 58%. Based on the calculation of the value of significance and correlation of several hypotheses, it is known that all the proposed hypotheses have proven. Relative advantage, utilitarian outcomes, primary influence, secondary influence, self-efficacy, perceived knowledge, perceived ease of use, dan cost have a relationship with behavioral intention to adopt Speedy.

From the analysis of data, then arranges some proposed program to increase consumers adoption of Speedy. In accordance to the greater influence variables, then proposed program focus to educate people, such as professionalism based training, Speedy goes to Banjar, and several other related programs. With these programs, hopefully, Internet users intention to adopt Speedy internet will increase and indirectly DCS (Division Consumer Service) Area Denpasar can increase the number of their new Speedy internet subscribers in Denpasar.

Keyword : intention to adopt, Speedy