

ABSTRACT

Telkom is transforming to become digital telecommunication company that envisions to be “the King of Digital in The Region”. Telkom continues to digitalize a whole process, innovate to give the best customers experience. MyIndiHome is a Telkom’s way to providing ease of access for IndiHome customers through mobile app. Telkom has been implemented myIndiHome since 2015, but level of use of myIndiHome is still low ie 48.73%. This fact is far from Telkom’s expectation. It is important to know the factors that affect the behavioral intention of myIndiHome. So far, there is no well published research regarding this matter, yet.

This study aims to analyze factors that affect the behavioral intention of IndiHome customers toward myIndiHome based on Unified Theory of Acceptance and Use of Technology 2 model from Venkatesh, Thong, and Xu (2012). This study collected data through a survey questionnaire using Google Forms and the questionnaire information was disseminated via broadcast email distributed to selected IndiHome customers, 407 valid questionnaires are analyzed by using Smart PLS 3.0.

The results reveals that factors significantly influencing Behavioral Intention to use myIndiHome on IndiHome customers are Trust (0.284), Habit (0.232), Social Influence (0.200), and Performance Expectancy (0.153). While Effort Expectancy, Facilitating Condition and Hedonic Motivation have no significant influence on Behavioral Intention to use myIndiHome on IndiHome customers.

Based on result of this study Trust was the most significant predictor of myIndiHome acceptance. It is important for IndiHome customers to be able to trust the technology as well as Telkom prior to using myIndiHome. The suitable campaign is also important since Indihome customers consider Habit as a second key factor. The third key factor is Social Influence thus Telkom should make a program that motivates the important people of customers, such as public figures to use and suggest other people to use myIndiHome, strengthen and develop myIndiHome community.

Keywords: Adoption, MyIndiHome, UTAUT2