

ABSTRACT

Telkomsel has successfully become a leading provider of mobile network and Internet data in Indonesia. With the launch of 4G internet data network, Telkomsel felt able to market share. Telkomsel provides 4G Internet data network services with various advantages and extensive network. With the benefits of Internet 4G data networks of Telkomsel considered very capable to meet the needs of consumers in this era of information technology today. However, current users of data networks 4G internet can not attract customers. Consumers are still reluctant to move from data network services 3G to 4G internet in Indonesia . It is in view of at least the 4G internet data network services in Indonesia.

This study aims to determine the effect Performance expectancy, Effort expectancy, social influence, facilitating condition, hedonic motivation, price value, and the habit of the behavioral intention and use behavior in the use of Internet network services 4G Telkomsel in Indonesia based on the Unified Theory of Acceptance and Use of Technology 2 Model (UTAUT 2).

This research is a quantitative study using data analysis techniques Partial Least Square (PLS). This study uses primary data and secondary data. The primary data comes from interviews and distributing questionnaires to 437 respondents and secondary data derived from journals, books and websites. This study uses SmartPLS 2.0 using statistical software.

The results of data processing was found that the variable Facilitating Condition, and Effort Expectancy no effect on Behavioral Intention. Sedangkan Social Influence, Facilitating Condition, Hedonic Motivation, Price Value and Habit effect on Behavioral Intention. Facilitating Condition, Habit, and Behavioral Intention to Use Behavior influence on the use of 4G internet network service Telkomsel in Indonesia.

Keywords: Habit, Social Influence, Behavioral Intention, Use Behavior, UTAUT2, 4G Telkomsel