

ABSTRAK

Instant messaging is created to facilitate human communication. Only by relying on the internet and smart devices, humans can be connected each where and when. Among the few Instant Messages available in Indonesia, WhatsApp has the largest number of users. In January 2017 users of WhatsApp applications in Indonesia are increasing with the number of achievements of 35.8 million users.

WhatsApp has some basic features provided for the para. Among the basic features is WhatsApp can send messages either in the form of text, photos, videos, or documents. WhatsApp provides Chat Group, and Video Call features.

Security features are provided by WhatsApp which provides end-to-end encryption features. To be more efficient in using applications, WhatsApp not only present for smartphones, but already available in the website and can be accessed through the desktop.

Not all the technologies created are acceptable, the technology created is acceptable or rejected for some reason. To predict factors - factors causing the acceptance of a technology can use the Model Reception Technology (TAM). In this study using quantitative methods with the aim of research that is descriptive and conclusive. Data analysis technique using descriptive analysis and SEM PLS with 400 samples used in this research. The variables used in this research are Perceived Ease of Use (PEU), Perceived Usefulness (PU), Attitudes Towards Usage (ATU), and Behavior of Usage Utilization (BI).

Based on result of trial of significant and significant result of PEU to PU, PEU have positive and significant effect to ATU, PU significant and significant to ATU, and significant and significant ATU to BI. It is expected that WhatsApp can add email features to be able to have WhatsApp account for users to add more friends, as there are currently only phone numbers to have WhatsApp accounts. WhatsApp requires an operating system to support the application of WhatsApp in every type of mobile phone. In addition WhatsApp should have the ease and benefits in the use and continue to innovate.

Keywords: WhatsApp, Instant Messaging, Technology Acceptance Model (TAM)