

ABSTRACT

PT Telekomunikasi Indonesia is one of the Telecommunication service providers. At this time, PT Telkom released a new product in the form of an online-based online library service called PaDi. With the installation of PaDi services already spread by the company, and see the phenomenon that there are still very few learners (Tasikmalaya region) who use the PaDi service. This research uses UTAUT model and uses perceived usefulness variable, perceived ease of use, trust, Perceived Behavioral Control (PBC) and behavioral intention. The purpose of this research is to know the effect of perceived usefulness, perceived ease of use, trust and Perceived Behavioral Control (PBC) to behavioral intention variable and perceived ease of use variable and trust to perceived usefulness variable in service user of PaDi.

The research method used a quantitative approach. Data collection was conducted on PaDi service users residing in Tasikmalaya region with 300 respondents. This research uses probability sampling method with cluster sampling type. This research uses structural equation model (SEM) and using ordinal scale with 16 questions. The results of this study indicate behavioral intention variables significant to perceived usefulness, perceived ease of use significant to behavioral intention, trust significant to perceived usefulness, and perceived behavioral control significant to behavioral intention. The non-influential variables are trust, and Perceived ease of use against behavioral intention.

This research is expected to be useful for PT Telkom Indonesia Witel Tasikmalaya in order to achieve the increasing interest of service user of PaDi.

Keywords: UTAUT, SEM, Perceived Usefulness, Perceived Ease of Use, Trust, Behavioral Intention