ABSTRACT

Telkomsel, Indosat Ooredoo, Tri Hutchison, and XL Axiata as cellular operators that achieved the top four positions based on Top Brand Award 2017, have provided self-service applications (MyTelkomsel, myIM3, BimaTRI, and myXL) that can assist users in checks/purchases credit, purchase service package, SIM *card* information, and check points.

Although all four applications have been featured that can help use the *card* provider to support daily activities and communications, these four applications are still not included in the top ten apss from mobile device in Indonesia 2017. Therefore, it is important to know the variables that affect intention and usage of mobile operator self-service application.

The purpose of this research are to test and analyze which variables affect intention and use behavior of mobile operator self-service application in Bandung city. Theoretical approach used in this research is a model UTAUT 2 which has been modified by Indrawati and Marhaeni in 2015. The variables used in this research are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Behavioral Intention, Use Behavior, while Age and Gender as variables moderation.

Data collected through online questionnaires through social media Line and Whatsapp for approximately two months. This research use 400 sample size who are people lived in Bandung city and use at least one mobile operator self-service application. To test the hypotheses, this research use Structural Equation Modeling (SEM) with the help of software SmartPLS 3.0.

The results of this research shown that Habit, Price Value, Hedonic Motivation, and Performance Expectancy are able to affect influence Behavioral Intention about 74.8%, while Habit and Hedonic Motivation are able to affect Use Behavior about 34.3%. Then it is known that Age only moderated relationship between Hedonic Motivation on Behavioral Intention then Gender proved not moderated relationship between indpendent variable on dependent variable.

Keywords : Mobile operator self-service application, UTAUT 2, Behavioral Intention, Use Behavior