

ABSTRACT

The Internet is one of the Twentieth Century's most important innovations. Now, more than ever before, practically anyone can influence the duplication and dissemination of information around the world. With the amount of internet users then create business opportunities in internet service providers (ISP). ISP is the companies that sell Internet access in various packages. Generally, when one signs up for an account, one gets a username, password, a list of telephone numbers that one could dial to access the internet and free software, such as a browser and a basic anti-virus application.

There are so many internet service provider but there is still have a lack of promotion, the difficulty of paying and the exclusivity of the service providers make other service providers difficult to compete in the Indonesian market even more so with the emergence of newcomers from internet service providers who directly steal the student's attention, it is Nethost.

The objective of this research is to analyse factors inside UTAUT 2 model that influence the subscriber on using ISP of Nethost service in Telkom University Area and to analysed age and gender affecting the influence inside UTAUT 2 model in the context of Nethost service in Telkom University Area. This research used data from 360 respondents who lived in Telkom University Area and have been using ISP of Nethost. The main data resource of this study is by questionnaire, with 30 survey items from 9 constructs. This research has fulfilled the convergent and discriminant validity and has a good reliability as well. To test the hypotheses, this research use Structural Equation Modelling (SEM) with SmartPLS 3.0 as statistic software.

The result revealed that there are six factors in the UTAUT2 Model which significantly influence the behavioral intention of ISP of Nethost service adoption, namely *Habit*, *Hedonic Motivation*, *Facilitating Condition*, *Performance Expectancy*, and *Social Influence*. In terms of moderating factors, both *Age and Gender are not moderating any influences of factors towards Behavioral Intention*. The model can predict moderate the *behavioral intention* of subscribers towards ISP of Nethost services in Telkom University Area since the R^2 is 55.5%. This model can be used by Nethost management in making decisions to maintain the behavioral intention of subscribers towards ISP of Nethost services adoption by paying attention to those factors and their indicators.

This research has found that the most significant factor from UTAUT2 Model that influences the behavioral intention of Nethost adoption in Telkom University Area is *Habit*. It means, Nethost should develop more interesting high speed and bonus qouta for engaging the subscribers and maintain an error issues more regularly in order to engage the subscribers. For further research, Since this UTAUT2 Model can be used for predicting the Behavioral Intention of ISP of Nethost services adoption in Telkom university area since it has a moderate explanatory power which is 55.5% and categorized as a moderate model, further research is expected to do a research in the field of internet service provider of Nethost but with a different research object.

Keywords: *Nethost, Behavior Intention, Use Behavior, UTAUT 2*