

## ABSTRACT

*PT Telkomsel as the leading Mobile Operator in Indonesia with the mission of "delivering mobile digital services and solutions that exceed user expectations, create more value for shareholders and support the nation's economic growth". Maxstream is one of the digital video streaming products that can be categorized as Video Market Place (VMP) launched by Telkomsel in June 2018. With the support of telecommunication service coverage that has reached 99% of the regions and customer based reaching 178 million Telkomsel must be able to become market leader for digital services, especially video streaming application services which align with its mission.*

*In this research will be measured perception of Maxstream users by using modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) which consists of Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Content (CO), Habit (HT), Facilitating Condition (PV), Price Value (PV), Behavior Intention (BI) and Usage Behavior Intention (UB) and moderation of age and gender variables. In addition, this study evaluates whether the variables are positively significant to Behavior Intention (BI) and Usage Behavior Intention (UB) with moderate variable age and gender variables in Maxstream application users.*

*Data collection methodology is done through spreading of questionnaires by using GoogleDocs to 405 Maxstream users with Purposive Sampling technique. Based on the results of data processing, it can be seen that the user perceptions of these variables Performance Expectancy (PE), Effort Expectancy (EE), Content (CO), Habit (HT), Price Value (PV) showed high value, means showing a good perception on variable while the Social Influence (SI) showed a low value that shows a less good perception because this application is still relatively new to the market launched. The analytical technique used to interpret and analyze data in research is by Partial Least Square (PLS) technique - Structural Equation Model (SEM). The result of the data analysis will explain the causality relationship between the variables in the modified UTAUT2 model modified by the Content (CO) variable. The model used can be accepted after assumptions have been fulfilled that is endogenous construct variant ( $R^2$ ) with NFI value = 0.70 (high category). Exogenous and endogenous measurement models have been tested using outer model (outer model) and structural (inner model) models. Furthermore, the model is analyzed for model of causality relationship between variables that influence and influenced by the variables in UTAUT2 model that meet the criteria of original sample ( $O$ ) > 0.7, Composite Reliability (CR) > 0.7, Average Variance Extracted (AVE) > 0.7,  $R^2 = 0.91$  (solid category) and Goodness of Fit (GoF) consisting of Normed Fit Index NFI = 0.71 (large category). Based on the results of data analysis can be concluded that the model is acceptable.*

*Based on the results of the research, to increase the adoption of video streaming users Maxstream Telkomsel must consider the sequencing of dominant variable of Price Value (PV), Hedonic Motivation (HM), Performance Expectancy (PE), Habit (HT), Effort Expectancy (EE), Facilitating Condition (FC), dan Content (CO).*

*Keywords: Performance Expectancy (PE), Effort Expectancy (EE), Content (CO), Social Influence (SI), Habit (HT), Facilitating Condition (PV), Price Value (PV), Hedonic Motivation, Behavior Intention (BI) Behavior (UB), UTAUT2, Video Market Place (VMP)*