

ABSTRACT

PT Telkomsel as the Leading Cellular Operator with the largest market of the corporate segment in Indonesia (76%), developed a self-service channel for corporate customers launched in June 2017. The purpose of developing the facility is to increase Telkomsel revenue from the corporate segment.

This research measures the perceptions of corporate customers using self-service channel users using a modified model of the Unified Theory of Acceptance and Use of Technology (UTAUT) which consists of Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) variables, Facilitating Condition (FC) Behavioral Intention (BI) and Usage Behavior Intention (UB) with modified variable Content (CO) and moderation variable size. This research also evaluates these variables whether they have significant positive effect on Behavior Intention (BI) and Usage Behavior Intention (UB) with moderator variable size on corporate customers using self-service channels.

The data collection method is done by distributing questionnaires to 240 corporate customers using self-service channels with a purposive sampling technique. The data analysis technique used to interpret and analyze data in this research is Partial Least Square (PLS) technique - Structural Equation Model (SEM).

From data processing result, found that the user's perception of the variable Performance Expectancy (PE), Effort Expectancy (EE), Facilitating Condition (FC), shows a high perception. The results showed that the variables Content (CO), Facilitating Condition (FC), (SI), Facilitating Condition, Effort Expectancy (EE) and Performance Expectancy (PE) had a positive significant effect on Behavior Intention (BI) and Usage Behavior (UB). The effect of all these variables is moderated by Size variable except Facilitating Condition (FC).

Based on the results of the research, to increase the use of self-service channels, Telkomsel must make improvements, especially on the Content side, so that the products offered are more varied and in accordance with the needs of corporate customers, either Large Enterprise or Small Medium Enterprise, Facilitating Condition so that customers are easier to obtain information and handling problems and Social Influence where Telkomsel needs to carry out deeper and more intensive socialization so that these self-service channels can be known and understood by corporate customers. From the mention above, it is expected that this research will have significant implications for the development of this self-service channel in the future so as to provide great benefits for Telkomsel, especially in to increased sales and revenue.

Keywords: Performance Expectancy (PE), Effort Expectancy (EE), Content (CO), Social Influence (SI), Facilitating Condition (FC), Behavior Intention (BI), Usage Behavior (UB), UTAUT, Channel Self-Service