

ABSTRACT

The number of telephone cellular and internet users in both the world and Indonesia continues to experience increased penetration. The millennials segment has a huge market potential in using various digital developments. Telkomsel has a large proportion of millennial's customers and helps in digitizing, one of which is by providing LOOPkita as a cellular application from the LOOP cellular card.

This study aims to analyze the factors that influence the intention of customer behavior in using LOOP application technology services using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. The UTAUT2 factors are modified and consist of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic motivation, Price Value, Habit and Content as the main variables as well as Age, Gender and Experience as moderate.

This study uses descriptive and causal methods to explain customer perceptions of variables and examine causal relationships between variables based on hypotheses in the study. The study used a survey conducted by conducting questionnaires on LOOP users with millennials age, in Jabodetabek and West Java and already or not yet using LOOP to provide perceptions of adoption using LOOP. The data analysis technique was carried out using Partial Least Squares (PLS) as one method of Structural Equation Modeling (SEM) which complemented the weak regression method using the Variance Based SEM approach.

The results showed that the descriptive variables modified UTAUT2 LOOPkita with approval index values based on customer perceptions from the highest to lowest were Effort Expectancy, Facilitating Condition, Price Value, Hedonic Motivation, Social Influence, Content, Performance Expectancy, Behavior Intention, Use Behavior and Habit. The results showed that the causal hypothesis of the individual interest behavior to use LOOP which has a positive effect is 5, Effort Expectancy, Social Influence, Price Value, Content and Behavior Intention while those that have no positive effect are 4, namely Performance Expectancy, Facilitating Condition, Hedonic Motivation and Habit. Age moderate the relationships that occur between variables Hedonic Motivation and Price Value to Behavior Intention and Behavior Intention to Use Behavior. Gender moderate the relationships that occur between variables Performance Expectancy to Behavior Intention. Experience moderate the relationships that occur between variables Facilitating Condition and Habit to Behavior Intention.

Keywords: Millennial; Unified Theory of Acceptance and Use of Technology 2; LOOPkita; LOOP; Application Technology Services.