

ABSTRACT

More than a half of Indonesian total population use the internet. Therefore, Smart City is initiated by the government as a concept of utilizing information and communication technology on a variety of resources. Nevertheless, this research focus on the one of the Smart City dimensions which is Smart Education since it is found that the market outlook of Indonesia Digital Education and E-learning is high due to the high demand of the adoption of technology in classrooms.

This research aims to analyze factors influencing continuance intention of Edmodo learning platform among senior high school students in Bandung. Unified Theory of Acceptance and Use of Technology 2 Model is used with an additional Trust variable and modification of Learning Value variable.

The data was gathered through an online survey and earned 451 valid respondents who use Edmodo at least three months in Bandung Senior High School. Furthermore, the research hypothesis was tested using Structural Equation Modeling on SmartPLS 3.0 as the statistical software.

The result revealed four factors have a significant influence toward users' Continuance Intention in adopting Edmodo, namely Performance Expectancy, Hedonic Motivation, Habit and Trust. Meanwhile, the moderating variable of Gender only moderate the influence of Habit towards Continuance Intention. The score of R^2 is relatively high with 74.6% prediction ability.

As a result, Habit became the most significant factor that influence the Continuance Intention of Edmodo. Lastly, the future research is expected to have a better explanatory power as well as a wider research object in e-learning study.

Keywords: Edmodo, Smart Education, UTAUT 2.