

ABSTRACT

Recently the shifting in consumption patterns of communication, previously dominated by legacy services (voice and sms), as the digital age grew, the share of broadband data consumption increased significantly. Fast-paced access to surf in the internet, enhancing existence in the world of social media becomes a necessity for today's society. In Indonesia, mobile operators for broadband services are beginning to optimize the 4G-LTE network since 2014. The benefits are huge, especially data access, download and upload in large volumes, streaming anti buffering and various other benefits. But on the other hand all these benefits have not been maximally used by cellular subscribers in Indonesia, especially Telkomsel customers as the largest operator. This is seen 4G user penetration that still needs to be improved considering the growth is not as high as the development of infrastructure held by Telkomsel. The key to increasing 4G user penetration is to increase the number of customers to switch to 4G services.

This study aims to analyze the determinants of the migration process to 4G services. This study proposed a new modified model toward the 4G services migration based on the Unified Theory of Acceptance and Use of Technology (UTAUT). Affordability of Services, Affordability of Devices, Content and Process variables have been added as new factors in this modified UTAUT model.

The method of data collection is done through distributing questionnaires by Googledocs for 439 Telkomsel customers who have not used 4G services with a purposive sampling technique. The analysis technique used to interpret and analyze data in this study is the Partial Least Squares - Structural Equation Modeling (PLS-SEM) technique.

Based on the results of data processing, it was obtained that variables Behavioral Intention (BI), Performance Expectancy (PE), Content (C), Expectancy Expectancy (EE), Social Influence on Devices (AD), Social Influence (SI) and Facilitation Conditions (FC) show high perceptions. And based on the results of data analysis, it can be concluded that this model can be accepted with evidence of variables of Performance Expectancy (PE), Content (C), Effort Expectancy (EE), Affordability of Devices (AD), Social Influence (SI) and Process (P) had a positive significant effect on on Behavioral Intention (BI).

Based on the results of the study, to increase intention of customer to use 4G services, Telkomsel must make improvement especially on the content that related to mobile activities that accessed by customers frequently and that meet with customer needs. Telkomsel also needs to improve its campaign or promotion of the superiority of 4G services and its collaborative program with device partners in completing the provision of 4G smartphones at affordable prices.

Keywords : 4G migration, Measurement Adoption, Behavioral Intention, Modified UTAUT.