

ABSTRACT

Technology in the world today requires all people to be more literate about technology. Some developed countries have now begun to use the latest digital information and communication technology. One aspect that supports smart city is mobility. Boseh application as the object of this research is one of the smart mobility in Bandung which has a number of users around 3052. This shows that the customer's interest in the Boseh application still needs to be improved.

The purpose of this study is to analyze the factors that influence consumer behavior in Boseh applications in Bandung. The theoretical approach used in this study is the UTAUT 2 model. The factors used in this study are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Trust, Behavioral Intention, and Use Behavior, while Age and Gender as moderation variable.

The data collection of this research is through online questionnaires for approximately one month. The number of respondents used in this study were 400 respondents who were domiciled in Bandung with the instrument of data collection in this study was a questionnaire within 45 item statements from 9 constructs. All statement items have met the validity and reliability test. The results of all research constructs are declared valid. To test the hypothesis, the data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS 3.2.8 as statistical software.

The results of this study shown Habit, Trust, Hedonic Motivation and Social Influence can influence Behavioral Intention by 68.2%, while Behavior Intention can affect Use Behavior by 44.8%. Then it is known that Age only moderates the Effort Expectancy to Behavioral Intention and Gender does not moderate any variables. This research has found that the most significant factors of the UTAUT2 Model in this study are Habit, Trust, Effort Expectancy and Social Influence. This means, Boseh needs to improve the marketing strategy more aggressively in order to create a habit for consumers to improve the routine of mobilization through the Boseh application, and evaluate the application system to improve the quality of security and comfort. To increase Boseh's social influence it is necessary to interact with several communities or with important people in the community, and continue to develop application services and add other useful features so that users feel happy. Future research is expected to be able to involve users and non-users, so that they can find out the factors that are driving and inhibiting consumers in using the Boseh application service.

Keyword: *Smart City; Smart Mobility; UTAUT2*