

## **ABSTRACT**

*The development of automotive in Indonesia which continues to increase from year to year trim competition from companies involved in selling four wheeled vehicles to improve services to the customers both during sales and after sales. Supported by the growing of technological development in Indonesia, Auto2000 as one of the main dealers of four wheeled Toyota object which holds as the majority of sales in Indonesia, try to take advantage of these conditions by launching an application called Auto2000 mobile with intent of increasing engagement with customers online when access services. However, this condition that occurs is the adoption process in the application has not been received optimally by Auto2000 customers at this time.*

*This research aims to determine of the factors affecting acceptance of Auto2000 mobile applications among Auto2000 customers. This research adopts the extended Theory Acceptance Model (TAM) to predict the component that affect the Behavioral Intention of Auto2000 mobile.*

*Data collection in this research was conducted by survey method where the sampling technique used was simple random sampling. The number of samples obtained was as many as 105 Auto2000 customers who have knowledge of the Auto2000 mobile application. The research data were analyzed using PLS-SEM supported by SmartPLS software.*

*The results showed that the variable Compatibility, Perceived Behavioral Control, Perceived Enjoyment, Perceived Usefulness, Perceived Ease of Use, and Perceived Security had a positive effect on Behavioral Intention of Auto2000 mobile.*

*The results of this research are expected to provide information for Auto2000 to find out the factors that affect the acceptance of Auto2000 mobile then it can improve and strengthen the Auto2000 mobile service especially from the point of view of the customers.*

**Keywords :**

*Technology Acceptance Model, Auto2000 mobile, PLS-SEM, SmartPLS*