ABSTRACT

MyTelkomsel is an application launched by PT Telekomunikasi Selular (Telkomsel) as a form of ease of service for online self-service based customers. MyTelkomsel app has been downloaded over 40 million users, but in the results of reviews in Google Playstore and Appstore are still many users who complained about this application. Based on pre-survey results, users still complain about the usefulness and ease of this application. This study aims to know and analyze the acceptance and use of MyTelkomsel application using the Technology Acceptance Model (TAM) in Bandung.

This study uses a quantitative method with a type of descriptive and causal research. The sampling technique is non probability sampling type purposive sampling, with the number of respondents as many as 400 people. Data analysis techniques used descriptive analysis and path analysis. Data were analyzed using IBM SPSS 20 software.

The results of this study stated that overall Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using and Behavioral Intention to Use were in good categories, but there are 3 out of 25 statement items that got a fairly good category based on respondents. Based on path analysis results stated that partially Perceived Usefulness have a significant effect on Attitude Towards Using and Behavioral Intention to Use. Perceived Ease of Use partially have a significant effect on Attitude Towards Using and Behavioral Intention to Use. Attitude Towards Using have a significant effect on Behavioral Intention to Use. Perceived Usefulness and Perceived Ease of Use simultaneously have a significant effect on Attitude Towards Using of 75%.

Keywords: *Attitude Towards Using, Behavioral Intention to Use, Perceived Ease of Use, Perceived Usefulness*