

ABSTRACT

The development of technology is now growing especially in Indonesia, the development of technology according to the survey of statistical bodies in Indonesia in the year 2016 reached 4.34 and in the year 2017 increased reaching 4.99, Indonesia includes 10 major countries for IP-ICT increase. Bandung Culture Office to create a QR Code tourism, QR Code helps residents of Bandung city get a quick and fast. Utaut is a model that explains the user's behaviour to technology for a model that explains the user's behaviour to the information technology and is a combination of the previous theoretical model welding which also provides a useful tool for management to assess the likelihood of success of a new technology and can assist them in understanding the outcomes of new technology-related organizations. (Venkatesh et al, 2003)

The research method is quantitatif descriptive research, the author sampled 100 respondents to disseminate questionnaires to users of QR Code, authors using sampling techniques purposive and nonprobability. The result of the processing of Utaut 2 was 78.77% in percentage results, the highest earned performance expectancy gained a percentage of 84% and the lowest value gained by social influence gained a percentage of 75.1%.

Keywords: *Model Unified Theory Of Adoption And Use Technology 2 (Utaut 2), QR Code, Office of Culture and Tourism of Bandung*