

Abstract

The number of internet users in Indonesia continues to increase and in 2020 it reached 175.4 million users. Indihome is a product from Telkom Indonesia to access the internet. In order to follow the digital trend, Telkom Indonesia also presents the My Indihome application, but of the 7.5 million Indihome customers only 1.68 million (22.4%) use the My Indihome application, 77.6% have not used yet. Therefore, it is necessary to conduct research related to the factors that influence users in adopting the My Indihome application.

This study used the modified UTAUT 2 model, for model testing, a survey was carried out on 402 respondents using the My Indihome application. The collected data was processed by using SmartPLS 3 software. The results of this research indicated that Telkom Indonesia must process the My Indihome application by fixing interesting content, internet package prices and special add-ons that are only obtained by the My Indihome application users.

Telkom Indonesia must be more responsive and quicker to make repairs in the event of a disturbance so that application users can experience real benefits. Telkom Indonesia must pay attention to the user interface such as application design, colours, content and writing as attractive as possible. As for the next research can explore factors that have been proven to be influential through qualitative research so that they can dig deeper into the behaviour of the My Indihome application users.

Keywords: *My Indihome, Telkom Indonesia, UTAUT 2, Customers*