ABSTRACT

This research aims to analyze user acceptance of the MySIIS application using a modified Unified Theory of Acceptance and Use of Technology (UTAUT) model and In-Depth Interviews at Telkom Regional 2. The primary objective is to understand the factors influencing user behavior intention in using this application. In this study, an analysis is conducted on the variables of performance expectancy, effort expectancy, social influence, facilitating condition, perceived credibility, behavior intention, use behavior, and perceived organizational support as moderating variables. A mixed-method methodology is employed, combining quantitative and qualitative research.

The study involves 365 samples of MySIIS users in Telkom Regional 2. Based on user feedback on problems, usability testing results, and stakeholder recommendations are used to support the research findings. Consequently, the results indicate that performance expectancy, social influence, and facilitating condition have a positive and significant impact on behavior intention, while effort expectancy and perceived credibility have a positive but non-significant influence. These findings support the adoption of MySIIS to enhance user efficiency and effectiveness in daily tasks.

The main conclusion is that user intention in using MySIIS is influenced by performance expectancy, social influence, and facilitating condition. Issues such as difficulties in location search and an ui/ux that doesn't meet expectations affect the behavior intention until the use of MySIIS. Perceived Organizational Support does not significantly moderate the relationship between user intention and MySIIS use. Therefore, this research provides valuable insights for Telkom Indonesia in developing digital transformation strategies and consumer experiences.

Keywords: *Digital Transformation, Mixed Methods, UTAUT, In-Depth Interviews, Telkom Indonesia, MySIIS.*