

## **ABSTRACT**

*PT. PLN (Persero) is an Indonesian state-owned electricity company which has the task of providing power for the public interest. PLN is always required to provide the best service, speed of response, and maintain service quality to customers so that customer satisfaction can be met evenly. One of PLN's efforts to improve service quality and provide customer satisfaction is by presenting the Mobile application, PLN Mobile. However, the implementation that has been running for 3 years, usage of the application is still low, especially in the PLN Main Distribution Unit, North Sulawesi, Central Sulawesi and Gorontalo, so it is a challenge for the company to find out what factors can increase usage of the PLN Mobile application.*

*The purpose of this study is to analyze the factors that influence consumer behavioral to use PLN Mobile Application using Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. This model was chosen because it is the most relevant to the conditions of PLN Mobile adoption.*

*The research method used is quantitative. Sampling is done by non-probability sampling method with the type of purposive sampling. This research will be conducted on 385 PLN Suluttenggo customers as respondents. The data analysis technique used in this research is Variance Based-Structural Equation Modeling (VB-SEM) using SmartPLS software version 3.2.9.*

*The results of the study show that there are five of the seven UTAUT2 variables have a positive and significant effect on behavioral intention in using the PLN Mobile application, from the highest to the lowest respectively are price value, habit, social influence, hedonic motivation, dan performance expectancy. Meanwhile, there are three positive and significant effect on use behavior, namely behavioral intention, facilitating conditions, and habit. Therefore, this model can be used by companies to increase customers' behavioral intentions and usage of the PLN Mobile application by considering these factors.*

*Keyword : Mobile application, Indonesia, Adoption, PLN Mobile, UTAUT 2.*