

ABSTRACT

Saktyadi, Abdurrakhim. 2024. *"Analysis of Factors that Influence Behavior Using the MyPertamina Application with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model Approach among Gas Station Customers in the South Banten Region."* Final Thesis Project. Distance Education Management Master's study program. Faculty of Economics and Business. Telkom University.

PT Pertamina (Persero) has issued the MyPertamina application so that subsidized fuel oil (BBM) can be distributed appropriately to the Indonesian people. The MyPertamina application created by PT Pertamina (Persero) is not fully used by the public. People still think registering for the MyPertamina application is too difficult. This research uses a quantitative descriptive approach with the variables Performance Expectance (PE), Effort Expectance (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV) and Habit (HT) as variables independent. Behavioral Intention and User Behavior variables as dependent variables. And the variables Age, Gender and Experience as moderator variables. The data in this study was collected from 135 valid respondents in the South Banten area who were selected using a purposive sampling technique. Hypothesis testing was carried out using the Structural Equation Modeling (SEM) method and analyzed using SmartPLS 3.0 software.

The research results show that there are 3 independent variables that have a positive and significant effect on Behavioral Intention, namely social influence, facilitation conditions and hedonic motivation. The variables of facilitation conditions, habits, and behavioral intentions influence Use Behavior. Regarding moderator variables, there is only 1 independent variable which is proven to moderate its influence on Use Behavior, namely habits which are moderated by Experience.

Keywords: Digital Strategy, MyPertamina, South Banten, Behavioral Intention, Use Behavior, UTAUT2 Model.