

ABSTRACT

MyPertamina application is a digital platform created by PT Pertamina to facilitate users in conducting fuel purchase transactions, to obtain information about fuel promos. Currently, the use of the MyPertamina application is very much needed, especially for owners of 4-wheeled vehicles using subsidized fuel. This is not only to facilitate transactions, but also to support the implementation of government policies in fuel subsidy management. Currently, MyPertamina application users have reached 10 million users, and are expected to continue to grow in the future to expand the reach and facilitate digital transactions. Although the MyPertamina application has been widely used, people still complain about the difficulty of accessing or creating QR code on the application. This constraint shows the need for improvement in the technology infrastructure aspect to support a better user experience. In addition, MyPertamina's main target to ensure targeted and efficient distribution of subsidized fuel is also hampered. Without these improvements, MyPertamina's target to expand its reach, facilitate digital transactions, and support fuel subsidy policies will be difficult to achieve.

This study aims to explain the relationship between the factors that influence the intention and adoption of the MyPertamina application using the UTAUT model. The Unified Theory of Acceptance and Use of Technology (UTAUT) is a model used to explain user behaviour in accepting information technology. This model is used to analyze user intention and adoption of the MyPertamina application. The aspects studied include performance expectancy, effort expectancy, awareness, perceived financial cost, technology infrastructure support, government regulation, institutional privacy concerns, institutional source reliability. This study is expected to provide insight into the factors that influence the intention and adoption of the MyPertamina application and provide recommendations for improving MyPertamina application services, especially in infrastructure aspects.

This research is a quantitative study, conducted through a questionnaire survey to individual users of the MyPertamina application. The sample used was a minimum of 155 respondents and the analysis was carried out using SPSS and SmartPLS.

Keywords: *UTAUT, Technology Acceptance, Intention and Adoption, MyPertamina Application, SEM-PLS, SmartPLS*