ABSTRACT

MYTELKOMSEL APPLICATION USER ACCEPTANCE ANALYSIS USING UTAUT 2 METHOD

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Telkomsel is one of the largest telecommunications operator companies in Indonesia which is owned by PT. Cellular Telecommunications. Telkomsel has a MyTelkomsel application which is the best form of Telkomsel service for its customers. The MyTelkomsel application comes with various features such as checking credit, buying credit, telephone packages, internet packages, point transactions and others. On the other hand, the MyTelkomsel application still has shortcomings that are felt by users, so that the purpose of the application cannot be achieved properly because user acceptance is still not optimal. The purpose of this study is to find out what factors influence user acceptance of the MyTelkomsel application. The method used is the modified UTAUT 2 method without using a moderator variable. This research was conducted by using a quantitative approach using the PLS-SEM model assisted by the SmartPLS application. The population in this study are users of the MyTelkomsel application which were sampled using a questionnaire. The variables tested were Performance Expectancy, Effort Expentancy, Social Influence, Facilating Conditions, Hedonic Motivation, Price Value and Habit. The results of this study are the hypothesis of the relationship between the variables BI to UB, HB to BI, PE to BI, FC to UB, and HB to UB are declared to have a significant and acceptable effect and the hypothesis of the relationship between BI variables to UB, HB to BI, PE to BI, FC to UB and HB to UB are declared to have no significant effect and are rejected. Based on the results of the study, it shows that users can still accept the MyTelkomsel application, and the rejected variables can be used as a reference factor in improving the MyTelkomsel application.

Keywords : MyTelkomsel, User Acceptance, PLS-SEM, SmartPLS, UTAUT