

ABSTRACT

Tinder is a virtual friend search application. This affects behavior in interacting in community life, one of which is in finding new friends, the time it takes to decide to meet each other and until someone decides to get married. Based on data from databoks.katadata.co.id, the dating application Tinder recorded 10.7 million subscribers worldwide in the first quarter of 2022. There are problems when users use Tinder, including problems with the Tinder login process, problems with payments for premium Tinder members, problems with messages, problems with user viewing profiles. The aim of the research is to find out the variables/constructs that can influence a person's intention to use Tinder which are differentiated according to the type of membership. The measuring instrument method in this study uses the Unified Theory of Acceptance and Use Technology 2 (UTAUT 2) model. Data collection was carried out by distributing questionnaires via the Google form which were distributed to Tinder users, using the SEM-PLS technique, and analyzed using smartPLS 4.0.8.4 software. The factors that affect the user's intention to use Tinder are according to the type of membership (Tinder platinum, Tinder gold, and Tinder plus) with the variables in UTAUT 2, namely tinder platinum which has the most positive effect, including performance expectancy, hedonic motivation. The number of respondents in this study was 161. The results of this study were that a person's intention on a Tinder Gold member influenced each other by the variables of behavioral intention and habit. Tinder Platinum members who influence each other by behavioral intention variables on use behavior. Tinder plus members who influence each other by behavioral intention and habit variables. Member Tinder platinum Age, gender, and experience moderation do not affect the relationship between exogenous and endogenous variables.

Keywords: Online Dating App, Tinder, acceptance of information technology, Unified Theory of Acceptance and Use Technology 2 (UTAUT 2).