

Abstract

Recently, telecommunication cellular industries have entered the third generation or 3G. This technology has been introduced to the Indonesian people since the mid year of 2006. However, the growth does not seem to get the attention from mobile phone customers. According to the data, in 2007 the number of 3G's customer is only 4% from the mobile phone customer. Moreover, the active's user is only 40%.

Because of this 3G mobile services still have a less interest by its customer whereas there is still big chance in this businesses, so the 3G services providers should be able to understand things that affect customer behavioral intention and the customer's requirement toward to these services that could be gained through this research.

Data collection was done by merging sampling method, which those are stratified, random, quota, and convenience sampling. Survey was chosen to data collection method, by means of distribute the questionnaire to IT Telkom's students.

The results indicate that the number respondent who will use the 3G mobile services is 41%, with the influential factor is perceived subjective norm. It means that recommend from someone who close influences their decision to use or not the 3G mobile services. While perceived usefulness, perceived ease of use, perceived enjoyment, and perceived knowledge do not influence toward customer behavioral intention to use this services. As expected, this results could be used to 3G services providers in the efforts to promote this services to the customer.

Key Word: 3G, customer behavioral intention to use, student, perceived usefulness, perceived ease of use, perceived enjoyment, perceived knowledge, and perceived subjective norm.