

ABSTRACT

The telecommunications industry has experienced more change in the last decade than in its entire history. Fueled by rapid growth in developing countries, mobile communications have propped up the industry's top line. But now with these markets saturating, communications revenue growth is stalling. Thus, despite of these situation, Telkom as a leading telecommunication company in Indonesia which provides fixed line or cable line try to seek an opportunity from another potential market to generate their profit. While the mobile migration result in unfavorable situation for traditional market, however industry statistics show an upward trend from others key ICT indicator subscriptions.

The aim of this research is to test the factors inside UTAUT 2 model that influence the consumers on using IndiHome services in Bandung and whether age and gender are affecting the factors inside UTAUT 2 model in the context of IndiHome services in Bandung. This research used data from 400 valid respondents who is the user of IndiHome service in Bandung with a requirement for buying or subscribes to more than three months.

This research is a quantitative with causal study. Likert scale used to measure each items in the questionnaire as main data collection tool. The 33 items and 9 constructs in this research are fulfill the convergent and discriminant validity and also have a good reliability. To test the hypotheses, this research use Structural Equation Modeling (SEM) with SmartPLS 3.0 as statistic software.

The result shown that, factors that influencing the Behavioral Intention on the adoption of IndiHome services in Bandung sequentially starting from the greatest influence are *Habit, Hedonic Motivation, Social Influence, Performance Expectancy, Price Value and Facilitating Condition* as 82.3%. While the influence of *Habit* and *Behavioral Intention* on *Use Behavior* as 7%. Both *Gender and Age* moderates all the significant variables on Behavioral Intention.

This research has found that the most significant factor from UTAUT 2 model that influence the Behavioral Intention to use IndiHome services is *Habit*. It means that the service providers need to make their customer habitually use IndiHome services on their daily basis. Further research about the adoption of IndiHome services are expected to be able to: 1. replicate current research setting in other countries' areas, 2.comparison study should also be considered, 3.should use the longitudinal approach to predict adoption intention over time.

Keywords: Behavioral Intention, Use Behavior, UTAUT 2, IndiHome