

ABSTRACT

Technological innovation that continues to grow, enhances the individual mobility, then it provides benefit for their lives in socializing and solving daily problems. Cineplex 21 Group has taken the right steps in dealing with this condition by developing a ticketing service based on mobile technology, named Cinema 21 apps. Currently, Cinema 21 is on the first rank in the lifestyle category and also as a free app in App Store. However, Cinema 21 only received a low rating from its users, due to the many problems of user interest in use of a complaint claiming that they were disappointed over the update of the newly released version in March 2018.

The purpose of this research is to explain individual behavior in facing technological innovation, by observes the influence of performance expectation, effort expectation, social influence, perceived risk, and perceived cost variable toward behavioral intention and use behavior, and the influence of behavioral intention variable to use behavior using model Unified Theory of Acceptance and Use of Technology (UTAUT). The data analysis technique used is Structural Equation Model (SEM). To perform SEM method, LISREL 8.80 is used in this research.

The result shows that there was a positive and significant influence between effort expectation and perceived cost to behavioral intention. Then, behavioral intention and perceived risk have a positive and significant effect on use behavior. The result on the model tested indicates that this model fits to the data.

Suggestions that can be provided for Cinema 21 application providers are expected to reduce administrative costs, improve performance and service on applications, and improve marketing strategies on Cinema 21 apps. For future researchers are, it's expected to add another indicators or variables such as variable effects moderation and causal methods in order to know for sure the reason why a variable has no significant effect. In addition, it's expected to increase the number of samples so that the results obtained are more representative.

Keywords: cinema 21; UTAUT; structural equation model