

ABSTRACT

Indonesia is the 4th most population country in the world. In figure 1.2 shows the population of Indonesia. The level of congestion in Indonesia is also quite high and in the past two years Indonesia has also hosted ASEAN games, which are Jakarta and Palembang. Therefore, Jakarta and Palembang were visited by many athletes and added to the population during the ASEAN games. So, this year the government carried out development in the field of transportation, namely LRT. LRT in Palembang has started operating in 2018 while in Jakarta it is still under construction. Palembang city already applied smart city aspect which is smart mobility by utilizing existing information and communication technology. Palembang has managed the city by making Light Rail Transit to facilitate and improve the welfare of its citizen.

This research aims to analyze factors influencing continuance intention towards smart mobility adoption of LRT in Palembang. Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model is used with an additional Perceived Security variable.

The data was gathered through an online survey and earned 400 valid respondents who use LRT at least three times in Palembang. All the data gathered has passed the validity and reliability tests. Furthermore, the research hypothesis was tested using Structural Equation Modeling (SEM) on SmartPLS 3.2.8 as the statistical software.

The result revealed that 4 factors on the Modified UTAUT2 Model have a significant influence towards user's continuance intention in adopting LRT as smart mobility, namely Social Influence, Facilitating Conditions, Habit and Perceived Security. Meanwhile, the moderating variable of Gender and Age there is no positive and significant. The score of R^2 is relatively high with 72.1% prediction ability. Those factors and indicators can be used to manage the user's continuance intention.

The most significant factor from the modified UTAUT2 model that influence the continuance intention of LRT in Palembang is Habit. It means It means the more LRT usage become a habit for the consumers, the higher intention of consumers in using LRT. Habit is defined as the extent to which people tend to perform behaviors automatically because of learning, Therefore, the more routine a consumer use LRT, that Habit will become stronger. The stronger Habit is expected to strengthen the LRT usage.

Keywords : Smart city, Smart mobility, LRT, Indonesia, Palembang, UTAUT2