

ABSTRACT

The utilization of the potential broadband internet optimally is very important thing. According to the World Bank, the contribution of broadband growth in Gross Domestic Product (GDP) is greater than the contribution from other telecommunications services. The research results from The Ministry of Communications and Information of Republic Indonesia showed that the growth of broadband internet access penetration in the industrial sector by 10% can encourage innovation and contribute in productivity and the growth of economic national at 1.30%. The use of broadband internet in business sector, especially in Small Medium Enterprise (SME) segments is crucial for improving the growth of national economic sectors. PT Telkom as one of Telco Corporation with the category of full service network provider in Indonesia is taking action to support and maintain this condition by commercialize a high speed internet access product named Speedy Gold, specially designed for the SME segments. Analyzing factors that affect the Behavior Intention and Usage Behavior of the customers toward Speedy Gold is needed.

This research intends to analyze factors that affect the Behavioral Intention and Use Behavior of customers toward Speedy Gold in PT Telkom Regional V (East Java, Bali, and Nusa Tenggara), based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model. It is required to measure all factors which have influence to the consumer's behavior in adopting Speedy Gold. The theory approach used in this research is UTAUT 2 which has been modified, with a construct variables of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit. The dependent variable is Behavioral Intention and Use behavior whereas the moderating variable use in this research model is Scale of Business. The data collection is done by distributing the online and in person questionnaire, with the number of the total respondents are 740. The data measurement is processed with Partial Least Square (PLS) method by using a software application named SmartPLS 2.0.

The result of the measurement shows the The R^2 of Behavioral Intention is 0.644 and Use Behavior is 0.707. There are seven variables in Modified Model UTAUT 2 which is proven in having significant positive influence in the intention to adopt Speedy Gold in Indonesia, those are Facilitating Conditions (2,748), Effort Expectancy (2,037), Hedonic Motivation (1,856), Performance Expectation (1,600), Social Influence (1,413), Habit (1,353), and Price Value (1,239). The influence of moderating variable (Scale of Business) is proven to have an effect in Social Influence, Facilitating Conditions, and Price Value.

Based on the results, to increase the adoption rate of Speedy Gold, PT Telkom is advisable to provide network infrastructure and better access with fiber network based architecture and evenly distributed across the Regional V. PT Telkom can also bundling this product with other product as a solution to address the needs of information and communications technology (ICT), which has been sought by the SME customer segments, such as applications and hardware needs such as router, proxy, and access point. PT Telkom is recommended to increase the education of Speedy Gold to customers through its channels, such as Plasa

Telkom, Inbound and Outbound Call (call center 147 and 1500250), or through Telkom's Account Manager (AM). Furthermore, PT Telkom can also provide stimuli that are attractive for customers to continue using the service Speedy Gold by providing gimmick, such as bandwidth upgrade for free for a certain period.

Keywords : *measurement; high speed internet access; customer acceptance; technology adoption;*