

ABSTRACT

Sing! Karaoke by Smule is application developed by Jeff Smith and Ge Wang from America since 2008. The company headquarter in San Fransisco has created a special application which is formed into a karaoke music social media for iOS, Android and Kindle Fire. Smule has earned 25.5 million US dollars through four funding period since 2008. In android, Smule become the most successful karaoke applications downloaded many people that able to beat their competitors.

Smule app has produced many recordings, both audio and video. Features of technology adoption karaoke app Smule get attention from people a lot of people in Indonesia. Indonesia Become one of the country's largest application for Smule karaoke compare to another country that is 20.7% of the total Smule app users. While the United States ranks second with 15.8% of active users of mobile applications karaoke Smule.

But this time the user Smule can not optimize the service. It can be seen from a user problem in some special site of application. This study aims to determine the effect Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, And Habit Of Behavioral Intention and Use Behavior in the use of services karaoke Smule in Bandung based Unified Theory of Acceptance and Use of Technology 2 Model (UTAUT 2).

This research is a quantitative study using data analysis techniques Partial Least Square (PLS). This study uses primary data and secondary data. The primary data comes from distributing questionnaires to 385 respondents and secondary data derived from the journals, theses, books and websites. This study uses SmartPLS 2.0 using statistical software.

The results of data processing was found that the variable Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, does not affect the Behavioral Intention. While Facilitating Condition, Price Value, Habit and influence on Behavioral Intention and Behavior Use the users Sing! Karaoke by Smule Apps..

Keywords: Behavioral Intention, Mobile Application, Sing! Karaoke by Smule, Use Behavior, UTAUT 2.