

ABSTRACT

This research discusses the analysis based on the 4G service acceptance level Technology Acceptance Model (TAM) among college students in Bandung by considering the five variables, there are perceived usefulness, perceived ease of use, perceived knowledge, lifestyle, and behavioral intention to use. Then, the four variables were tested influence on behavioral intention to use to find out how big the 4G service revenue. After testing the hypothesis, it turns out that all the variables tested proved to affect the level of acceptance of 4G services (behavioral intention to use), with the following order of strength of correlation as perceived ease of use, usefulness perceived, perceived knowledge, and lifestyle.

Based on the above variables, then compiled appropriate and effective improvement acceptance level programs recommendation for 4G services in Indonesia. In formulating improvement acceptance level programs 4G services, it is noted that the results of research on variable interest rate to be measured. Recommendations were proposed based on the proposed correlation test results TAM variables and the input of a telecommunications company that will launch 4G services in Indonesia. Besides that, the recommendation program also put in series based on the level on model of marketing AIDA (Awareness, Interest, Desire, and Action). The superior improvement acceptance level programs recommendation for 4G services in Indonesia was bundling with sophisticated mobile phone that supports 4G and 4G service bonus for usage over a certain period commencing for buying a cellular phone that supports 4G (collaboration with providers).

Keywords: TAM, behavioral intention to use, 4G, AIDA.