

## ABSTRACT

*Mobile devices such as Tablets, smartphones, and mobile phones have become an integral part of everyday life. Applications that can be used for shopping, banking, traveling, and other services related to daily needs for many people, have increased significantly. Telkom University develops Integrated Academic Information System or iGracias mobile which is an application-based academic information service. In the future, iGracias Mobile will be deployed to knowledge sharing, social media, and mobile learning applications. In accordance with the literature study, it is known that Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model is the most suitable theoretical basis for knowing acceptance of iGracias mobile application with modified specific model*

*This study has seven independent variables Facilitating condition, Performance Expectancy, Effort expectancy, Social Influence, Habit, Hedonic Motivation and Content Quality and one dependent variable is Behavior intention.*

*Data retrieval method will be done through questionnaires to 357 respondents who have used iGracias Mobile via email, google form, and direct questionnaire distribution. In this research, the analysis test using Structural Equation Model (SEM) based on variant or component, that is PLS (Partial Least Square). With assisted data analysis using SmartPLS version 3.0.*

*Based on path value of independent variable to dependent variable, it can be seen that the factors that influence the behavioral intention to use iGracias Mobile App sequentially are as follows: content (0,398), hedonic motivation (0,179), effort expectancy (0,175) Social influence (0,151), and habit (0,128). The model in this study has R-square of 0.656 which means this model can explain 65.6% student behavioral intention towards the use of iGracias Mobile App at Telkom University.*

*Content is the most dominant factor in influencing students' behavior intentions in using iGracias Mobile App. This content variable has a path value of 0.398, which is the highest value of all variables in the Modified UTAUT2 model. The model in this study has a R square value of 0.656 which means this model can explain 65.6% students' behavior intention towards the use of iGracias Mobile App at Telkom University and is in the medium category.*

*Keywords : mobile application, behavior intention, adoption, high technology*