

ABSTRACT

Nowadays, Indonesia's population cannot be separated from the internet. Likewise with residents of the city of Banjarmasin, really need the Internet as one of the primary technologies used in everyday life. One of them is Smarthome technology which combines technology and services that are specific to the home environment with certain functions for increasing the safety, efficiency and comfort of its inhabitants, which consists of monitoring devices, control devices, and automatic devices that can be accessed using gadgets.

However, all the conveniences provided by Smarthome technology are not well known among the people, one of them is the city of Banjarmasin. The number of smarthome users in Banjarmasin is quite low when compared to other cities. So the authors make research to find out what variables are considered by consumers in using smarthome technology, measure how much the assessment of smarthome technology based on these variables, measure how much consumer interest to use smarthome technology, and measure how big these variables are influences consumer interest in using Smarthome technology.

By using the UTAUT 2 method which is a model that is based on the basic theory of the behavior of technology users and models of adoption or behavior and acceptance of technology, this study conducted data collection by conducting depth interviews with 16 speakers with different backgrounds which is divided into four groups (quadruple helix), the Government group of 4 speakers, the Business Player group of 4 speakers, the Expert group of 4 speakers, and the User group of 4 speakers.

The results obtained from this study are that the overall variables in UTAUT 2 greatly affect the tendency to use smarthome services, with an average approval rate of 91%. In addition to the main variables in UTAUT 2, there are also new variables that also influence the community's tendency to use smarthome services, these new variables averaging 95.8%. So as a whole, there are 10 variables that influence the tendency of people to use smarthomes with an average agreement of 92.5%.

From the results obtained in this study, researchers suggest business players to establish new strategies to increase sales of smarthomes based on strengths, weaknesses, opportunities, and threats in terms of smarthome sales. Also pay attention to changes that occur in Banjarmasin. In addition to business players, suggestions that can be given by researchers for further research are conducting research related to other dimensions of smartcity in the city of Banjarmasin to support the acceleration of the realization of smartcity in Banjarmasin.

Keywords: Banjarmasin, internet, smarthome, smartcity.