

ABSTRACT

Internet users in Indonesia continue to grow rapidly. This rapid growth triggered the development of fixed broadband technology. One of the fixed broadband technologies in Indonesia is Indihome. Indihome is a product of PT. Telekomunikasi Indonesia Tbk based on fixed broadband with the highest market share in Indonesia. However, based on the results of the 2019-2022 survey, customer ratings for Indihome have decreased which could have an impact on a decrease in market share. The transition from the Covid-19 pandemic to endemic has been proven to change consumer behavior. Based on data successfully processed by researchers, this decline was caused by a lack of product and service quality, a decrease in the number of new customers and a high number of revoked customers. This encourages PT.Telekomunikasi Indonesia Tbk to continue to make improvements to Indihome services and products to maintain the number of its users.

This study aims to analyze the factors that influence the continuance intention to subscribing Indihome in Indonesia using the UTAUT2 model. The variables in this study are Effort Expectancy, Performance Expectancy, Facilitating Conditions, Social Influence, Price Value, Hedonic Motivation, Content and Habit as independent variables. Continuance Intention variable as the dependent variable. And Age, Gender and Income variables as moderator variables.

Data in this study were collected from 425 valid respondents in Indonesia who were selected by purposive sampling technique with the criteria of respondents being between 18-64 years old, having subscribed to Indihome for at least 1 month, and domiciled in 8 major cities in Indonesia. The results of the validity and reliability tests indicated that the measurement model in this study was declared valid. Hypothesis testing was carried out using the Structural Equation Modeling (SEM) method and analyzed using SmartPLS 3.0 software.

The results showed that there were 3 independent variables that had a positive and significant effect on Continuance Intention from the highest to the lowest, namely Habit, Performance Expectancy, and Price Value. Regarding moderator variables, there are only 4 independent variables that are proven to be moderated in their influence on Continuance Intention, namely Effort Expectancy is moderated by Age, Price Value is moderated by Income, Content is moderated by Gender and Income, and Habit is moderated by gender. This study has strong predictive power with an R^2 of 83%.

This research provides an understanding of the factors that influence the continuance intention to subscribing Indihome in Indonesia. PT.Telekomunikasi Indonesia Tbk can take advantage of the model in this study to increase Indihome subscription sustainability intentions, as a consideration in competitive strategy, and maintain Indihome business continuity in the fixed broadband industry in Indonesia.

Keyword : Fixed Broadband, Indihome, Indonesia, Technology Adoption, Continuance Intention, Modified UTAUT2 Model.