

ABSTRACT

PT Telkom Indonesia (Persero) Tbk (Telkom) has taken digital transformation, including the development of the New Customer Experience (NCX) application to manage customer data and improve services. NCX is a customer relationship management application used within Telkom's Enterprise CFU environment. However, the adoption of NCX has not been fully effective.

This study aims to analyze the acceptance and use of the NCX application within Telkom's Enterprise CFU environment. This study uses a modified UTAUT2 model to identify the factors that influence the intention and behavior of using this application.

This study uses a quantitative approach by distributing online questionnaires to 53 respondents who are employees of Telkom Enterprise CFU and users of the NCX application. The collected data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM).

The results showed that Performance Expectancy and Effort Expectancy have a significant positive effect on Behavioral Intention to use NCX. Facilitating Conditions and Habit also have a significant positive effect on the Use Behavior of the NCX application. Gender moderates the influence of Compatibility on Behavioral Intention.

This study provides new insights into the factors driving the acceptance and use of enterprise applications in the telecommunications industry. The results of this study are expected to assist Telkom in improving the quality of the NCX application and encouraging more effective adoption.

Keywords: *Digital Transformation, Customer Relationship Management, UTAUT2, PLS-SEM, Digital Business Strategy, Acceptance Analysis of Application, UTAUT, UTAUT Modification*