

ABSTRACT

The State Electricity Company (PLN) is a state-owned company responsible for providing electricity for public use. PLN continues to strive to provide the best service, quick response, and maintain service quality to ensure customer satisfaction is met evenly. PT PLN Persero UIW NTT has 1,285,307 customers, and 1,069,687 customer IDs have downloaded the PLN Mobile app. Based on the data on the number of customers and the number of PLN Mobile app downloaders, there are 203,541 active users, indicating a significant discrepancy between the number of active users and the number of PLN Mobile app downloaders.

This study aims to identify the factors that influence customers' intention to use the PLN Mobile application. This study is a modification of the previous study by Balmonte et al (2024) with the addition of Generation X, Y, and Z moderation. The method used is the Technology Acceptance Model (TAM) approach.

The research method used is quantitative, sampling is done by non-probability sampling method with purposive sampling type. This research will be conducted on at least 400 customers of PLN Unit Induk Wilayah Nusa Tenggara Timur as respondents. The data analysis technique used in this research is Structural Equation Modeling (SEM-PLS).

Based on the results of the study, it can be seen that of the eight variables in the conceptual framework, four variables have a positive and significant effect on the intention to use the PLN Mobile application. The variables that have a positive and significant effect are attractiveness of alternatives, perceived ease of use, perceived security, and social influences.

Keywords: Digital Marketing, PLN Mobile, SEM-PLS, Strategy, TAM