

**ANALISIS PENERIMAAN APLIKASI KONEK MARKET BY
OPENACCESS MENGGUNAKAN MODEL UNIFIED THEORY OF
ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT 2)**

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ABSTRAK

Konek Market adalah aplikasi layanan digital yang dikembangkan OpenAccess untuk memudahkan pelanggan dalam mengakses layanan internet rumah, seperti pembayaran tagihan, pelaporan gangguan, dan pengelolaan layanan secara mandiri. Namun, penerapan aplikasi ini masih menghadapi tantangan dalam penerimaan dan penggunaan oleh pelanggan, ditandai dengan masih adanya persepsi bahwa manfaat aplikasi belum lebih unggul dibandingkan layanan konvensional, seperti WhatsApp atau telepon, serta kendala pada alur penggunaan, tampilan informasi, dan pengalaman penggunaan awal. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi *behavioral intention* dan *use behavior* dalam penerimaan aplikasi Konek Market menggunakan model UTAUT2. Konstruk yang digunakan meliputi *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, dan *habit*, tanpa variabel *price value* karena aplikasi digunakan secara gratis. Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner tertutup yang dilengkapi pertanyaan terbuka kepada 60 responden, serta didahului pilot test kepada 30 responden. Data dianalisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa nilai R-square sebesar 0,806 pada *behavioral intention* dan 0,742 pada *use behavior*. *Performance expectancy* tidak berpengaruh signifikan terhadap *behavioral intention*. Sebaliknya, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, dan *habit* berpengaruh positif dan signifikan terhadap *behavioral intention*. Selanjutnya, *facilitating conditions*, *habit*, dan *behavioral intention* berpengaruh positif dan signifikan terhadap *use behavior*. Pada pengaruh tidak langsung, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, dan *habit* berpengaruh signifikan terhadap *use behavior* melalui *behavioral intention*, sedangkan *performance expectancy* tidak berpengaruh signifikan.

Kata-kata kunci: UTAUT 2, penerimaan teknologi, niat perilaku penggunaan, Aplikasi Konek Market.

**ACCEPTANCE ANALYSIS OF THE KONEK MARKET APPLICATION BY
OPENACCESS USING THE UNIFIED THEORY OF ACCEPTANCE AND
USE OF TECHNOLOGY 2 (UTAUT 2) MODEL**

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ABSTRACT

Konek Market is a digital service application developed by OpenAccess to facilitate customers in accessing home internet services, such as bill payment, complaint reporting, and self-service account management. However, the implementation of this application still faces challenges in terms of customer acceptance and usage, as indicated by the perception among some customers that the application's benefits are not yet superior to conventional service channels, such as WhatsApp or telephone, as well as difficulties related to the clarity of the user flow, information display, and initial user experience. This study aims to analyze the factors influencing behavioral intention and use behavior in the acceptance of the Konek Market application using the UTAUT2 model. The constructs examined include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit, excluding price value because the application is provided free of charge. This study employed a quantitative approach using a structured questionnaire complemented by open-ended questions administered to 60 respondents, following a pilot test involving 30 respondents. The data were analyzed using SmartPLS 4. The results show that the R-square values are 0.806 for behavioral intention and 0.742 for use behavior. Performance expectancy has no significant effect on behavioral intention, with a path coefficient of 0.026 and a p-value of 0.753. In contrast, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit have positive and significant effects on behavioral intention. Furthermore, facilitating conditions, habit, and behavioral intention have positive and significant effects on use behavior. Regarding indirect effects, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit significantly influence use behavior through behavioral intention, while performance expectancy does not show a significant indirect effect.

Keywords: UTAUT 2, technology acceptance, behavioral intention, use behavior, Konek Market.