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UNDERSTANDING FACTORS DETERMINING THE USE OF MOBILE APPS BY CUSTOMER: CUSTOMER MOBILITY AS AN EXTENSION CONSTRUCT OF UTAUT2

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ABSTRACT

MyIndiHome is a mobile apps developed by Telkom with the hope that it will further improve the quality of service to IndiHome customers. This application can be used by customers for requests for new installations, complaints of service interruptions, requests for additional services, service checks, and others where previously this could be done by customers by calling 147 or coming physically to Plasa Telkom which certainly makes customers hassle and not simple. The purpose of this study is to evolve a research model based on the UTAUT2 and then to test it empirically to determine factors that influence customer' intention to use MyIndiHome apps. This study used an online questionnaire survey namely Google form to collect data from IndiHome customers who have installed MyIndiHome in Medan city and obtained 400 respondents who filled out the survey and were declared valid. The data were analyzed utilizing the PLS method with SmartPLS software. This study prescribed that habit, performance expectancy, customer mobility, and hedonic motivation were factors that determine on the behavioral intention of customers to use MyIndiHome and confirmed the relationship between behavior intention to use and use behavior was significant ($p<0.05$). However, customer's behavioral intention to use MyIndiHome was not determined by social influence, effort expectancy, and facilitating condition. Additionally, this study revealed that facilitating condition did not determine the use of MyIndiHome ($p>0.05$).

Keywords: *MyIndiHome, UTAUT2, Intention to Use, Customer Mobility, Use behavior*

1. INTRODUCTION

Good IT implementation is very useful to support the operational activities and business processes of a company as well as being one of the factors of advantage over competitors. In implementing IT, obstacles are often encountered and even in many situations it is found that companies have to fail in IT implementation [1].

Telkom Indonesia is the ICT service provider that has the widest and largest network in Indonesia. IndiHome is a product of Telkom as Internet Service Provider (ISP) which launched in 2015 by offering triple-play products (telephone, internet, and IPTV).

In this digital era, there are many media choices that companies can use to increase Customer Engagement. One of them is through mobile apps that can improve the customer's digital experience [2]. Utilizing digital technology, Telkom develops mobile-based applications intended for customers of IndiHome products, namely MyIndiHome. This apps can be used by customers for reporting disturbances complaints, requests for new installations, requests for additional services, billing information, and others, so that customers no longer need to come to Plasa Telkom or call 147. This application is expected to increase customer satisfaction and customer loyalty to IndiHome products. However, not all IndiHome customers install the MyIndiHome because they prefer visit Plasa Telkom or call 147 to complain their internet problem or to get additional service. In 2021, the number of customers using the MyIndiHome was only 2.9 million or 36% out of 8 million customers [3].

ICT adoption especially in mobile application has been analyzed utilizing different hypothetical models such as TRA, TAM, TTF, and UTAUT. Due to its great predictive power, UTAUT is considered a more integrated theory than other models or theories [4]. In 2012, Venkatesh et al. developed UTAUT2 as an extension of the UTAUT1 with three variables added; hedonic motivation, price value, and habit [5]. In recent years, many researchers have used the theory of UTAUT to measure the factors

determining customer' acceptance and use of a mobile app such as mobile learning, mobile course, mobile payment, mobile shopping, mobile health, and mobile banking [6,7,8,9,10,11].

The small number of MyIndiHome application users is a concern for management to continue to increase the number of users and the intensity of mobile application usage, so it is necessary to know about the use behavior of MyIndiHome usage by customers and what factors affect the use of the MyIndiHome application. Furthermore, a comprehensive conceptual model will be developed to clarify the use of the MyIndiHome application from the perspective of IndiHome customers. This will be done with the modified UTAUT2 model [5]. This study will use the PLS SEM method to assist in generalizing the results obtained in the research model for all IndiHome customers.

The remainder of the articles in this study are organized as follows. Part 2 reviews the writing pertinent to this study, develops a research model, and sets the hypotheses. Part 3 demonstrates the research methodology and Part 4 describes and reports the results. Part 5 discusses the results, Part 6 practical implications, and Part 7 limitations and future researches. Part 8 is the last section in the form of conclusions from this study.

2. LITERATUR REVIEW AND HYPOTHESES

2.1 Mobile Application

A mobile application is software that can be accessed using a mobile network, be run on a mobile device, and processes certain assignments according to instructions from the user [12]. Several studies have also used mobile applications, both for entertainment [13], simplifying data communication services [14], to controlling DSLR camera equipment [15]. In essence, mobile applications allow users to connect to internet services anywhere and anytime using their mobile devices where they usually get it via PC/Notebook. Thus, mobile applications can help users to increase their productivity by getting access to information more quickly and easily [16].

2.2 UTAUT

In 2003, Venkatesh et al. developed an analysis model about information technology acceptance to get views how acceptance technology's user [17]. UTAUT is a combined model that integrates elements contained in the eight previous technology acceptance model theories (TRA, TAM, MM, TPB, C-TAM-TPB, MPCU, IDT, and SCT) [17]. In the UTAUT model, behavioral intentions (BI) and use behavior (UB) in technology are influenced by Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Condition (FC) where that variable moderated by gender, age, experience, and volunteerism.

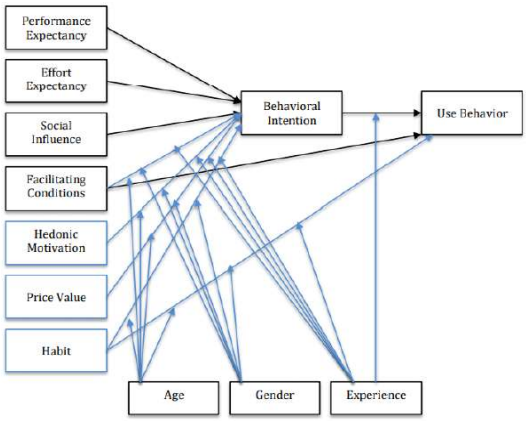

Figure 1. UTAUT2 Model [5]

As an extension of UTAUT-1 model, UTAUT-2 introduces three new variables that are built to better adapt to consumer usage situations: Hedonic Motivation (HM), Price Value (PV), and Habit (HH). Hedonic Motivation variable was added in model because at this time it is one of the important factors that can influence the costumer behavior in the context of using technology by customer. The Price Value variable is also an important factor because the cost of the new technology equipment or service used must be borne by the consumer. Meanwhile, the Habit factor is a perceptual construction from previous experience of using technology by user [5].

2.3 Research Model

The theoretical framework used in this study is UTAUT2, with variables describing intention to use MyIndiHome application; PE, EE, SI, FC, HM, and HH. In this study, the three moderating variables were not used in the research model. This is because the MyIndiHome application can be used by anyone as long as they are an IndiHome customer. In addition, in using of the MyIndiHome does not require a subscription fee so that the PV variable is not used for the research model, as confirmed in the study of Lewis et al who did not include the PV variable in their research model because the use of

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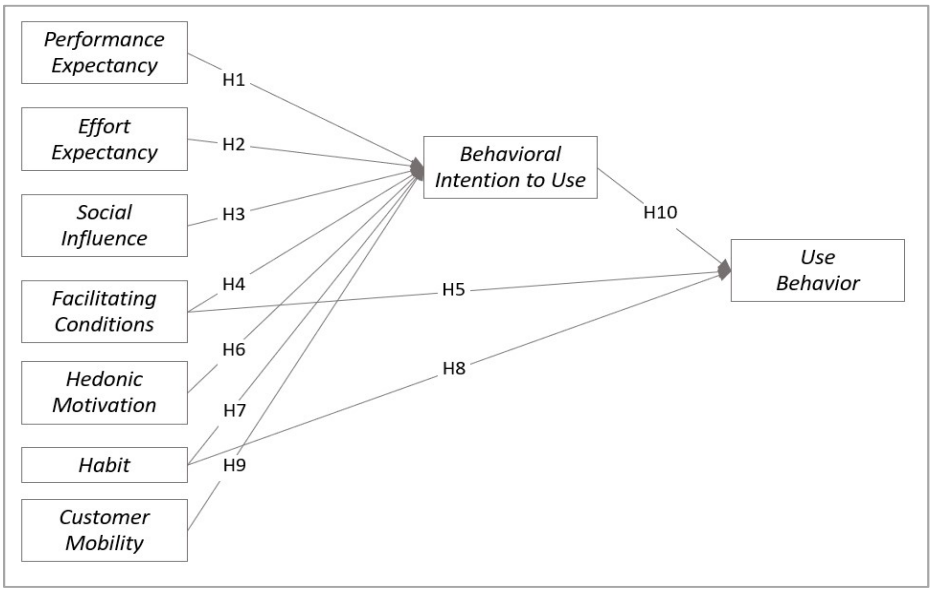

Figure 2. Research Model

classroom IT by the university employees did not require a fee [18].

There is an additional variable in this research model, namely customer mobility. Mobility can be defined to the extent that individuals can access services anytime, anywhere using mobile devices and networks [11]. In other words, mobility provides the ability for users to carry out their activities whenever and wherever needed. Several studies have shown that mobility can increase user acceptance and use of an application. In the research of Mohammadi, it was found that mobility has a significant influence on individuals in Iran in using m-learning [19]. In accordance with the above, Figure 2 exhibits the proposed research model for this study.

2.4 Hypotheses Development

The increasing use of MyIndiHome application by customers in Medan city is anticipated to progress the quality of service to customers because when using the MyIndiHome application, customers can quickly check service usage, add new services/add-ons, and report problems for their internet service.

PE is the level of user expectations in using technology to be able to help the user's performance be better [20]. An information system that can provide convenience and speed for users to improve performance is a sign that the information system features a positive effect on users. Improving the quality of service received by users, it is suspected that there's a relationship between PE and behavioral intentions using the MyIndiHome application. Therefore, the proposed hypothesis:

Hypothesis 1 (H-1). PE is significant factor determining on the behavioral intention to use MyIndiHome by customer.

EE can be characterized as the level of ease in utilizing an information system or application [17]. This variable came from the Technology Acceptance Model (TAM) which is a factor that measures of the perceived ease of use [17]. Hoque & Sorwar [10] concluded that EE features a positive relationship with the intention to use the mHealth application. These results are supported by the research of Haris et al [8] in the context of mobile course application. MyIndiHome application, which is easily accessible, quickly, and reliably when used. Hence, it was hypothesized that:

Hypothesis 2 (H-2). EE is significant factor determining on the behavioral intention to use MyIndiHome by customer.

Based on the UTAUT model theory, SI can be characterized as the degree to which an individual considers that the individuals around him, such as family, companions, co-workers, and other influential people, believe with using the new information system is beneficial for him [17]. In addition, Social Influence is also defined how much end users feel that important and most influential people such as their superiors believe that they should use information systems or technology [21]. According research of Lu et al [22] has found that SI has strong relationship on users' intention to utilize

a new technology. The influence of other people, CSR officers of Plasa Telkom, Customer Service 147, and MyIndiHome application advertisements on the use of the MyIndiHome application, so that the following hypothesis:

Hypothesis 3 (H-3). SI is significant factor determining on the behavioral intention to use MyIndiHome by customer.

FC is defined as how much confidence a person has in assessing the existing infrastructure and technical team that can support it in using the information system [17]. The results of the research by Venkatesh et al [5] show that the intention to use technology was influenced by the facilities provided to support its use. This result is also supported by the research of Haris et al [8] which explains that FC features a positive influence on the intention to utilize a mobile course application. Moreover, Joshua and Koshy [23] confirms the picking up simpler get to the internet and computers comes about in higher rates of mobile banking adoption. The quality of the internet when accessing the MyIndiHome application, the availability of usage guides, and Customer Service is always ready 24/7 to help when difficulties are suspected FC can influence the behavioral intention to use and the use behavior on the MyIndiHome application. In the above elucidation, the following hypothesis was derived:

Hypothesis 4 (H-4). FC is significant factor determining on the behavioral intention to use MyIndiHome by customer.

Hypothesis 5 (H-5). FC is significant factor determining on the use of MyIndiHome by customer.

HM can be characterized as the inspiration for feelings of joy and pleasure derived after using technology. It turned out that this construct was an important factor determining the acceptance and use of information technology [5]. The results of the study by Hariyanti et al [24] concluded the hedonism motivation can give a significant influence on the interest in using technology. Other study confirm that HM also give positive impact on behavior intention to use a mobile application [9]. Users' feelings of pleasure in using the mobile application such as MyIndiHome compared to having to call 147 or to visit Plasa Telkom will affect the customer in using the application. Thus, it is hypothesized as follows:

Hypothesis 6 (H-6). HM is significant factor determining on the behavioral intention to use MyIndiHome by customer.

HH can be characterized as a person's tendency to perform a behavior automatically because of learning outcomes. Consumer habit in using technology can change as they face a diverse and ever-changing environment [5]. HH is closely related to spontaneous behavior formed by the accumulation of experience and knowledge gained from time to time [25]. The IndiHome client tends to automatically execute behaviors because of experience, so it is suspected that there is a relationship between HH and behavioral intentions using the MyIndiHome application. In addition, HH are expected to affect customers' actual use of the MyIndiHome application, so that the following hypothesis:

Hypothesis 7 (H-7). HH is significant factor determining on the behavioral intention to use MyIndiHome by customer.

Hypothesis 8 (H-8). HH is significant factor determining on the use of MyIndiHome by customer.

Mobility may be defined as level of individual seeks and support their need of a mobile lifestyle [26]. IndiHome users need an application that can be accessed anytime and anywhere to check services, add new services/add-ons, and report service interruptions they experience. The study shows that the perceived value of mobility influences a driving factor for users in Malaysian Educational Institutions in using m-learning [27]. IndiHome customer need an application that can be accessed anytime and anywhere to check their internet services, add new services/add-ons, and report disturbances. In the above elucidation, the following hypothesis was derived:

Hypothesis 9 (H-9). CM is significant factor determining on the behavioral intention to use MyIndiHome by customer.

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Table 1: Measurement-items

Constructs	Measurement-Items	Reference
PE	PE1. Using MyIndiHome app makes it easy for me to report complaints about my Internet service	[7,17,28,29]
	PE2. Using MyIndiHome app makes it easy for me to add the additional services	
	PE3. I get my Internet Service information faster by using the MyIndiHome	
	PE4. Using MyIndiHome app increases my productivity.	
EE	EE1. I have no trouble learning how to use the MyIndiHome application	[4,24,30,31]
	EE2. I understand how to use the MyIndiHome application	
	EE3. I think the MyIndiHome application features and menus are easy to use	
	EE4. My interaction with MyIndiHome is clear and uncomplicated	
SI	SI1. The people closest to me suggest using the MyIndiHome app	[32,33,34,35]
	SI2. Plasa Telkom officers and 147 officers advised me to use the MyIndiHome app	
	SI3. I use the MyIndiHome app because of the influence of advertisements in print/online media	
FC	FC1. The quality of the internet at my place makes it easier for me to access the MyIndiHome app.	[10,36,37]
	FC2. MyIndiHome app usage guide is available	
	FC3. Customer Service is always ready to help me when I face trouble	
HM	HM1. Using MyIndiHome app makes me comfortable	[8,38,39]
	HM2. Using MyIndiHome app is fun	
	HM3. Using MyIndiHome app is user friendly	
HH	HH1. The use of MyIndiHome app has become a habit for me	[25,40,41]
	HH2. I must use MyIndiHome app to check my internet service	
	HH3. I subconsciously use the MyIndiHome app when there is a problem with my service	
CM	CM1. I can check my internet services anytime and anywhere	[6,19,26]
	CM2. I can report complaints as soon as possible in MyIndiHome	
	CM3. I can add the additional services (add-on) anytime and anywhere	
BIU	BIU1. When I want to check services, add services, or report complaints, I tend to use the MyIndiHome app	[5,27,42]
	BIU2. I plan to continue using the MyIndiHome app	
	BIU3. I will always use the MyIndiHome app	
UB	UB1. In a month, I used the MyIndiHome app as much as (Never use, 1-2 times, 3-4 times, 5-10 times, >10 times in a week)	[43]

Behavioral intent is a situation in which the user seeks the benefits of using the technology and will plan to use it. The interest in using the system is the intention of the user to continue using the system, if they have access to the system [17]. Thus, interest in use indicates motivational variables impact person behavior and is a pointer of how the person tries to engage in that behavior. This builds a decision based on his own thinking whether to perform a behavior or not. There is some research on the relationship between the behavioral intention to use and the actual usage behavior in the context of mobile applications that show the positive relationship of both [5,26,27,28], so that the following hypotheses:

Hypothesis 10 (H-10). BIU is significant factor determining on the use of MyIndiHome by customer.

3. METHODOLOGY

3.1 Measurement Items

In order to verify all constructs of research model are valid, the measurement items are

implicitly constructed in the model of the study. Table-1 details the measurement items and references for each constructs.

3.2 Data Collection

The data source used in this study is the primary data obtained by using probability sampling method. This probability sampling provides equal opportunities to all units or entities in a population selected as the research sample [44]. The sample collection in this study used a survey, namely a questionnaire. The questionnaire in this study will be distributed online using a Google form. The questionnaire consists of 2 parts, part-1 and part-2. In Part-1, respondents were asked to fill the information about their name, IndiHome number, and mobile number, age, gender, and education. Thus in Part-2, respondents were inquired to reply the questions related to the constructs of the research model Fig. 3, where respondents were given the choice of answers using a Likert-scale where ranging from 1 "strongly disagree" to 5 "strongly agree".

The population is an entire attribute such as humans and objects that to be focus for the research while the sample is part of humans or objects that are representatives of the population [44]. The population in this study is IndiHome customers in Medan city who have installed the MyIndiHome application, totaling 60,545 subscribers [3]. The sampling technique used in this study is stratified proportional random sampling, which is used when a population has heterogeneous members/elements and is proportionally stratified. In determining the minimum sample size for the total existing population, can use the Slovin formula:

$$n = \frac{N}{1+(N \times e^2)}$$

In calculating the number of samples, an error rate of 5% is used, ($\alpha = 0.05$) with an accuracy rate of 95%, meaning that this study takes a calculation accuracy rate of 95% and tolerates 5% errors so that the sample number obtained is increasing more representative of the population. From the calculation results, it was found that a sample of 398 IndiHome customers from a total population of 60.545 IndiHome customers who use the MyIndiHome application at Medan city is the perfect sample for the PLS analysis.

3.3 Data Analysis

In this study, the data were analyzed using the partial least squares (PLS) method to identify and verify the connections between the proposed model and hypothesized components. The survey data analyzed using SmartPLS software, one of PLS-SEM's popular statistical software applications [45]. Correspondent answer data that has been collected in the Google form will then be downloaded into Microsoft excel format (.csv) and then become input data in the SmartPLS for statistical analysis with calculating PLS algorithm and bootstrapping.

4. RESULT

4.1 The Socio Demographic of Sample

The total responses taken using purposive sampling technique were 410 responses, but after reviewing the completeness of the data, then 400 responses were complete and could be analyzed further.

Table 2: The Socio Demographic.

	Frequency (N=400)	%
Gender		
• Male	288	72%
• Female	112	28%
Age		
• > 20	16	4%
• 21-30	169	42%
• 31-50	198	50%
• >50	17	4%
Educational Level		
• High school	128	32%
• Diploma	34	9%
• Bachelor	216	54%
• Master	22	6%

The socio demographic of the respondents are presented in Table 2 which 72% male and 28% female participated in this study. Most respondents (42%) were aged between 21-30 years. The respondents are mainly held good education level with bachelor and master's degree.

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Table 3: The measurement models

Construct	Items	Loading	CR	Cronbach Alpha	AVE
PE	PE1	0,858	0,903	0,856	0,699
	PE2	0,857			
	PE3	0,778			
	PE4	0,848			
EE	EE1	0,864	0,933	0,905	0,778
	EE2	0,880			
	EE3	0,889			
	EE4	0,894			
SI	SI1	0,891	0,862	0,761	0,677
	SI2	0,759			
	SI3	0,812			
FC	FC1	0,871	0,883	0,801	0,715
	FC2	0,824			
	FC3	0,841			
HM	HM1	0,940	0,956	0,931	0,879
	HM2	0,949			
	HM3	0,924			
HH	HH1	0,896	0,919	0,867	0,790
	HH2	0,908			
	HH3	0,863			
CM	CM1	0,873	0,851	0,738	0,656
	CM2	0,776			
	CM3	0,777			
BIU	BIU1	0,802	0,920	0,869	0,795
	BIU2	0,928			
	BIU3	0,938			
UB	UBI1	1,000	1,000	1,000	1,000

4.2 Measurement Model Result

Tests on the measurement model are carried out to make sure that the measurements used are appropriate to use as measurements with valid and reliable results [46]. The measurement model provides specifications for the relationship between a measurement item and the construct that describes the characteristics of the construct and the measurement item.

All constructs in the study model were reflectively measured utilizing the software SmartPLS 3.2.9. In Table 3 present the outer loadings, AVE, CR, and Cronbach's alpha. From Table 3 exhibits that the outer loading result in the ranged 0,759 to 1,000 and AVE in the range 0,656 to 1,000 are better than the recommended levels (loading>0,7 and AVE>0,5). Furthermore, it also presents that the CR value for all constructs exceed the recommended level of 0,7 or more and the calculated Cronbach's alpha (α) in the range 0,738 to 1,000, which supports strong and consistent internal reliability. Based on this, the conditions of convergent validity were met satisfactorily for this study.

On the other hand, the discriminant validity tests confirm that the concept of each construct is different from the others. If the AVE squared value (diagonal value) of each exogenous constructs exceed the AVE squared value (value shown diagonally below) of the correlation between the setting and the different construct, the model is a good discriminant validity [47]. Listed in Table 4, the results show that the discriminant validity of all constructs in this study were confirmed.

4.3 Hypotheses Testing

Testing of structural models determines the significance relationships between constructs by examining path coefficients that indicate whether or not there are relationships between the construct of

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Table 4: Construct Correlations and discriminant validity (shown as diagonal elements)

	BIU	CM	EE	FC	HH	HM	PE	SI	UB
BIU	**0,891**								
CM	0,637	**0,810**							
EE	0,716	0,576	**0,882**						
FC	0,614	0,506	0,707	**0,846**					
HH	0,820	0,589	0,748	0,688	**0,889**				
HM	0,772	0,565	0,804	0,751	0,823	**0,938**			
PE	0,784	0,568	0,774	0,720	0,781	0,777	**0,836**		
SI	0,497	0,407	0,529	0,597	0,537	0,583	0,543	**0,823**	
UB	0,428	0,252	0,299	0,252	0,428	0,392	0,367	0,286	**1,000**

Table 5: Structural Model

Hypotheses	Path	Coefficient	t statistic	p value	Supported
H-1	PE → BIU	0,301	5,432	0,000	Yes
H-2	EE → BIU	0,019	0,313	0,754	No
H-3	SI → BIU	0,001	0,028	0,978	No
H-4	FC → BIU	-0,115	1,865	0,063	No
H-5	FC → UB	-0,104	1,774	0,077	No
H-6	HM → BIU	0,185	2,389	0,017	Yes
H-7	HH → BIU	0,392	5,934	0,000	Yes
H-8	HH → UB	0,295	3,230	0,001	Yes
H-9	CM → BIU	0,177	3,694	0,000	Yes
H-10	BIU → UB	0,250	3,078	0,002	Yes

the research model. Table 5 shows the result for the structural model and presents that the relationship PE and BIU (t=5,432 & p value <0,05), HM and BIU (t=2,389 & p value<0,05), HH and BIU (t=5,934 & p value<0,05), HH and UB (t=3,230 & p value<0,05), CM and BIU (t=3,694 & p value<0,05), BIU and UB (t=3,078 & p value <0,05) were significant impact.

Therefore, it can be stated H1, H6, H7, H8, H9, and H10 confirmed support the hypotheses. However, the relationship between EE and BIU (t=0,313 & p>0,05), SI and BIU (t=0,028 & p value>0,05), FC and BIU (t=1,865 & p value>0,05), FC and UB (t=1,774 & p value>0,05) confirmed that the hypotheses of H2, H3, H4, and H5 were rejected in this study.

5. DISCUSSION

In this study, we built a comprehensive model with the modified UTAUT2 framework, which revealed that PE, HM, HH, and CM play a strong relationship role, helping the customers in using MyIndiHome application. This study reveals the driving factor behind customers' intention to use MyIndiHome application are, in order of impact (t-statistic and p value): HH, PE, CM, and HM. These results provide the information that IndiHome customers have positive intention to use MyIndiHome application because they must use this app to get information for their internet services, so that they can report complaint and request additional service easily, and that application is fun, user friendly, and able to access anytime and anywhere using their mobile device. Additionally, the UB only influenced by HH while FC and BIU were not impact. It means MyIndiHome application used rarely by customer, they use only when they need the app for their internet services.

The result showed that HH is the strongest construct to BIU and UB, in the context of mobile application for IndiHome customer. It is finding the same result with the previous study on UTAUT-2 by Kumar & Bervell [36], and Moorthy et al. [47]. In other words, an increase in intention to use and behavior in using the MyIndiHome application can be caused by the existence of dependent or automatic behavior from customers to get information on their internet services using the MyIndiHome application. However, this result was different result with previous studies by Ameen et al. [48] and Marpaung et al. [49] where Habit has no significant impact to

behavioral intention the customer in using mobile device and mobile application.

The second strongest significant construct on intention to use is PE. This means that the performance of the MyIndiHome application provides convenience and speed for customers in getting the information and services they need to increase their productivity. Thereby, the results also confirm the previous study that has positive and strong relationship between PE and BIU [5,50,51].

This study illustrated that EE were not significantly related to behavioral intentions using the MyIndiHome application. With the results that have been obtained, it can be concluded that the system is easy to understand, and learning did not impact significantly on the customer's interest in the use MyIndiHome application. This is in accordance with previous studies that EE did not determine the customer's intention to use a mobile applications [25,39,52,53].

SI is a construct which is most often tested when analyzing the acceptance and use of information systems, its influence on intention of use has been found in many previous studies with significant results [10,26,54]. However, this study confirms the SI does not affect the intention of use a mobile application. This also found in the research of Amalia [41] which shows that SI did not affect the intention of travelers to use mobile travel applications. So, it can be concluded that the influence of the environment around the customer has no relationship in increasing the customer's intention to use the MyIndiHome application.

The result showed that FC did not give a significant relationship with intention to use MyIndiHome by customer. According to Venkatesh et al. [17] that supporting infrastructure is an important concept in the construct of FC and its impact will be reflected in PE and EE. In consequence, if EE are not included in the model, the FC construct can be used to predict intention. However, if the model contains PE and EE, then the FC construct becomes insignificant for intention to use. Similarly, as with Haba & Dastane [51] and Gaitan et al. [54], This study confirms that there is no relationship between FC and UB. So, this shows that the support services provided have no influence on the customer's use of the MyIndiHome application.

HM was found to have a significant relationship with customers' intention to use in using the MyIndiHome application. The results indicate that when customers find it more fun, enjoyable, and entertaining, when using a mobile application, it will increase their intention to use the application. This shows the same results with previous studies [25,52].

CM as the additional variable on UTAUT-2 framework in this study has a significant impact with customer's intention to use. Moreover, the influence between the two is positive which concurs with what Mohammadi [19] showed in his study on m-learning adoption. It can be concluded that the customer's intention to use an application will increase if with the application, the customer can get the information he needs whenever and wherever.

This study resulted there was a significant and positive relationship between BIU and UB. This shows that the higher the customer's intention to use the MyIndiHome application, the higher the actual usage when using the application. It consistent with previous studies of contextual mobile applications [26,53,54].

6. PRACTICAL IMPLICATIONS

The results of the structural model from this study had many managerial implications for the Telkom company, as an internet service provider (IndiHome) where this can be a consideration for Telkom to upgrade IndiHome customer satisfaction, increase the number of MyIndiHome application users, and maximize the value of their investment where with increasing use of application, then the resources at Plasa Telkom as a means of physical CRM can be optimized.

From the revenue potential point of view, increasing the number of MyIndiHome users can help companies to provide customized service offerings to customers thereby gaining more orders, revenue, and profits. This study revealed that the habit of using the application was the most important variable that influenced the intention to use and the use of MyIndiHome application. This shows that application providers need to continue to encourage customer habits to use MyIndiHome regularly, by providing attractive services for customers to linger using the application. For example, providing discount promos, daily check-in activities, reward programs, and games with prizes, because these activities make customers more likely to accept when using this kind of application and become part of their daily routine.

The results also indicated that PE, CM, and HM influence customer' intentions to use MyIndiHome. This provided the information that customers use this application to get information and report internet service interruptions to be faster, easier, save time, wherever and whenever. Therefore, application providers must ensure that the applications

developed are more user friendly, accessible, and reliable. Otherwise, this results showed that EE, SI, and FC did not give impact on the customer' intention to use and use MyIndiHome. So that the application provider must ensure that the application can be easily used, the availability of support services, and intensive socialization of the benefits of this application. Finally, the results showed a significant relationship between BIU and UB. Therefore, the application provider should aim to strengthen the customer's intention to use in order to increase the actual usage of application.

7. LIMITATIONS AND FUTURE RESEARCH

This study is of course not free from limitations, but these limitations gave the recommendations for further study. First, this study uses the modified UTAUT-2 framework and added customer mobility constructs, to investigate the customer's intention to use and the use of MyIndiHome, but there are still another elements that extend UTAUT2 model to determine a customer in using an information system, such as perceived risk or resistance to change or other that can increase the use of MyIndiHome. Second, it may be relevant if future research can include a moderating effect that was not included in this study on the intention to use and the use of MyIndiHome. Third, the primary data source comes from IndiHome customers who are in the Medan city area to get more precise measurements so that future research can obtain data from various regional representatives.

For further study, it is possible to conduct further exploration of the additional construct used in this study, namely customer mobility because it has been proven to have a significant influence on users' behavioral intention to use. Exploration can be done by analyzing indicators or behavior of users who are increasingly mobile in the current era of information technology. In addition, further study can also identify the contribution of the MyIndiHome application in increasing customer satisfaction in using the internet services they pay for.

8. CONCLUSION

MyIndiHome is a mobile application that will become the main pillar of the company's customer relationship management in the future. This study was conducted using the PLS-SEM technique on a sample of 400 IndiHome customers in the city of Medan, Indonesia. The study confirms that performance expectancy, hedonic motivation, habit, and customer mobility were factors that determine customer's intention to use. Furthermore, the use of MyIndiHome is significantly influenced by habit and intention to use. However, the results showed that there was no relationship between effort expectancy, social influence, facilitating conditions on customer' intention to use and between facilitating conditions on application use.

Customer mobility, which is an additional construct in the UTAUT2 model used in this study, has been shown to have a significant effect on the intention to use the application by IndiHome customers. This shows that IndiHome customers can access and use the MyIndiHome application for their needs such as getting information at any time, reporting complaints directly, and being able to make requests whenever and wherever the customer is. Thus, the application provider, in this case Telkom, needs to continue to ensure that the MyIndiHome application can operate normally at any time, accessed anytime and anywhere by customers to support their mobility in using IndiHome services.

The results of this study also can be used by Telkom, as an internet service provider (IndiHome) where this can be a consideration for Telkom in increasing IndiHome customer satisfaction, increasing the number of MyIndiHome application users, and maximizing the investment value where with increasing use of the application, resources at Plasa Telkom as a physical CRM facility can be optimized for other operations.

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