

## **ABSTRACT**

*This study aims to analyze the factors that influence the behavioral intentions of Bibit application users in Semarang City using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) framework developed by Venkatesh et al. (2012). UTAUT 2 consists of eight main variables: performance expectations, effort expectations, facilitating conditions, habit, perceived value, hedonic motivation, and behavioral intention toward technology use, in this case the Bibit application*

*The study population consists of all active users of the Bibit application in Indonesia, with a sample size of 310 people living in Semarang City. A purposive sampling method was used. Data were collected through an online survey using social media. 31 items were analyzed using the PLS-SEM method with the assistance of SmartPLS 4 software.*

*The results indicate that four hypotheses were accepted. The variables of performance expectations, effort expectations, habits, and hedonic motivation have a significant positive influence on the behavioral intentions of Bibit application users. However, social influence, facilitating conditions, and price value do not influence the behavioral intentions of Bibit application users.*

*Keywords: UTAUT 2, behavioral intention, performance expectancy, effort expectancy, social influence, facilitating conditions, habit, price value, hedonic motivation, Bibit application.*

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