

ABSTRACT

In this modern era, the need for technology, information and communication is growing rapidly. As the need grow greater, service providers are required to present a service that can follow the development of technology but in accordance with the needs and accepted by the society. Telecommunication and Network companies in Indonesia offer many attractive products and with various benefits as a form of competition. As one of telekomunikasi company in indonesia, PT. Telekomunikasi Indonesia Tbk (Persero) or Telkom, presents their innovative product called Indihome Triple Play. This product combine three services in one product, that consist of High Speed Internet on Fiber, Phone, dan Interactive TV. This research aimed to analyze the effect of Customer Value Anticipation and Marketing Communication on Intention to Adopt.

The sample in this study is 130 respondents of Indihome Triple Play customers, using the method of Structural Equation Modeling (SEM) The results of this study indicate that Customer Value Anticipation and Marketing Communication have positive and significant influence on Product Innovativeness (as intervening variable), and Product Innovativeness has positive and significant effect on Intention to Adopt.

Keyword: Customer Value Anticipation, Marketing Communication, Intention to Adopt, Product Innovativeness, Telecommunication technology, Service Provider.