

ABSTRACT

PT. Telkomsel as the largest operator in Indonesia with more than 160 million users in 2020 has provided the MyTelkomsel application with various services and features that make it easy for its customers. However, the application provider on this cellular operator has not been able to meet the expectations of its users. This expectation can be seen in the complaints and reviews of the MyTelkomsel application by its users, which received a scale rating of only 3.9/5 on the Google Play Store. The complaints submitted were problems logging in to the application, network disturbances when accessing the application, system errors after updating the latest version of the application, user dissatisfaction with customer service, and transaction processing failures. The study aims to analyze the effect of perceived usefulness, perceived ease of use, and service quality on behavioural intention to use the MyTelkomsel Application through attitude toward using and trust as an intervention variables.

The population in this study are user or have used the MyTelkomsel application in the Semarang City area. This study uses purposive sampling technique with the number of samples used is 132 respondents. Data analysis was performed using the Structural Equation Model (SEM) application with the AMOS 26.0 program.

The results of testing the five hypotheses that have been proposed indicate that the five hypotheses have been successfully accepted, including perceived usefulness have a positive and significant effect on attitude toward using, perceived ease of use have a positive and significant effect on attitude toward using, service quality have a positive and significant effect on trust. Furthermore, attitude toward using and trust has a positive influence on behavioural intention to use.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Service Quality, Attitude Toward Using, Trust, Behavioral Intention Use*