

ABSTRACT

Public acceptance of technological innovation in purchasing Jabodetabek Commuter line KRL tickets using Electronic Money is important to be measured as an effort to stimulate public interest in using public transportation. However, the research on the acceptance of Electronic Money on the KRL Commuter line Jabodetabek is still very limited. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) is used to determine what factors influence people to accept technological innovations, in this case, Electronic Money applied to the KRL Commuter line Jabodetabek.

The analytical tool used to analyze 214 research samples is the Structural Equation Model Partial Least Square (SEM-PLS) with SmartPLS 3.2.9. The analysis results show that seven of the ten research hypotheses are accepted. Behavioral Intention is influenced by Performance Expectancy, Effort Expectancy, Habit, Price Value. Three other variables were not found to have an influence on Behavioral Intention, namely Social Influence, Hedonic Motivation, and Facilitating Conditions. Conversely, Facilitating Condition is known to have a positive and significant influence on Use Behavior along with two other variables, namely Habit and Behavioral Intention.

Kata Kunci: *Public Transport, Electronic Money, UTAUT2*

