Abstract

Objectives
To identify factors that will affect the respondent’s intention to use Internet Protocol Television in Jakarta.

Method
The research is done quantitatively and the data collection method being used is survey or questionnaire. The author decides the framework into four models in order to get the result. Specifically, the statistical analysis being used is Compare means, Simple Linear Regression, Coefficient.

Results
The research result that there are 5 factors that relate its intention to use of Internet Protocol Television in Jakarta (Perceived Usefulness, Perceived Security, Attitude, Perceived of Cost, Perceived Playfulness), and there are 2 factors that positively related to Perceived Usefulness (Perceived Control, and Perceived Quality of Services), and there are 2 factors that positively related Perceived Playfulness (Perceived Control, Perceived Content of Quality), and there are 4 factors that positively related to Attitude towards Internet Protocol Television in Jakarta (Perceived Usefulness, Perceived Quality, Perceived Content Quality, Perceived Playfulness).
Conclusion
There are 9 variables that the author uses to identify the factors that affect the customer’s intention to use IPTV; there are also some mediated variables that the author uses in this thesis’s framework. The perceived quality of the content and system were found to have a significant effect on perceived usefulness and perceived playfulness. In addition, perceived control was found to have a significant effect on both extrinsic and intrinsic motivation. A significant relationship was also found between consumer-perceived security and intention. There is one variable that shows no significance influence between the independent (Perceived Cost) and dependent variable (Intention to Use), the result shows that Perceived Cost is less of an issue for user’s intention to use IPTV. For further study it is recommend analyzing the adoption and user satisfaction of IPTV in Indonesia. Finally, this research has educated and enhanced our knowledge of the emerging trend of technology convergence and importance in acquiring customer preference and other strategies.