

## **The Determinants of Behavioral Intention to Use toward T-Cash Services Provider in Jakarta and Suburban Area**

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**Abstract :** Technology is created to simplify human's life. One of current technology which being called as the second wave internet generation is the internet of things. Internet of things lets thousands of devices connected each other. In today's marketing world, IOT has brought customer into the next level which helping the customer to shorten every transaction they are conducting from traditional approach to sophisticated approach. However, the implementation of technology has always obstacles. The objective of this paper is to explore the determinants of customer to accepts such technology like the internet of things within their transaction. According to TAM (Technology Acceptance Model), researcher constructs the acceptance of internet of things based on perceived usefulness, perceived ease of use and trust and social factor and the two customer characteristics: perceived enjoyment and perceived behavioral control. This research uses exploratory research design which being facilitated by spreading questionnaire to 145 T-cash users in Jakarta and in its suburban region. At least, 190 samples were observed and questioned accordingly. All the collected data will be analyzed using Lisrel.

**Keywords :** behavioral intention to use, internet of things, near field communication, technology acceptance model

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