

ABSTRACT

The purpose of this research was to determine factors influencing acceptance level of 3G on mobile phones customers in Kabupaten Tangerang. There are five constructs compiled into a structural model to explain customer acceptance level of 3G, i.e. perceived usefulness, perceived ease of use, perceived enjoyment, attitude towards using, and behavioral intention. The research subject is junior high school students that used mobile phones in Kabupaten Tangerang. The process of data collection used simple random sampling method by randomly taking all junior high school students. The method analysis used in this research is using regresion. The result of this research indicate that model of TAM can explain factors influencing acceptance of usage of 3G. The results showed that the overall proposed hypothesis was accepted.

Keywords : mobile phones, 3G, Technology Acceptance Model, students

