

ABSTRACT

Blitzmegaplex, the second largest movie theater line in Indonesia, has launched their own online movie ticketing service in 2010 called the Blitzcard. Despite its numerous benefits, there is still a lack of enthusiasm from the Blitzmegaplex customers to apply for the service. This study aims to examine how the factors of the Technology Acceptance Model 2 affected the customer's use intention of the Blitzcard. It is hoped that the result of this research would give some insights for Blitzmegaplex on how the customers view their service, and how to further improve it to attract more users. The factors are divided into two categories, which are (1) social instrumental processes (subjective norm and image), and (2) cognitive instrumental processes (results demonstrability and perceived ease of use). These factors will then be tested on how it influenced customers in creating a perception of the Blitzcard's usefulness (perceived usefulness), which is the core determinant of the use intention. Respondents for this research were divided into two categories, which are (1) Blitzcard users, and (2) non-Blitzcard users who are aware of the Blitzcard's usage mechanism and its functions.

The result of this study have shown that positive perceived usefulness that leads to an intention to use among customers were influenced by subjective norm, results demonstrability, and perceived ease of use. On the other hand, image was proven to not have a positive effect towards the perceived usefulness.

Keyword: Blitzmegaplex, Movie Theater, Electronic Ticketing, Mobile Ticketing, Technology Acceptance Model, Linear Regression