

# The Measurement Level Of Acceptance The User Of Internet Tv Services Using Technology Acceptance Model (TAM) Survey In Indonesian Society

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## 1. Introduction

Internet has become a daily necessity for the people in his life. To obtain enough information about the use of a gadget that provides Internet access or connect to the wifi then people will easily get the information they need. Of the population of Indonesia 248 million people, there are 55 million people who use the internet access (Internetworldstats, June 30, 2012). This shows that Indonesia has increased public interest in following developments in technology and current information. The Internet continues to evolve into a service that is not as expensive, faster, cheaper, provide a lot of information, and the information can be shared widely distributed (Davison, Burgess & Tatnall, 2003; Kripanont, 2007).

But now, the use of the Internet in Indonesia is more of a commercial nature and involve trade. The continued development of technology to make the needs of the Internet will continue to increase. Seeing the development of technology equipment increased through laptops, mobile phones / smartphones, and other personal digital as well as the speed of Internet access continues to increase making the people of Indonesia to enter the digital era. This is evident from the use of internet access to provide entertainment such as internet TV, mobile payments, e-learning, remote security and cloud computing will increasingly continue to grow (Pew Internet & American Life Project, 2005b; Kripanont, 2007).

Internet TV is also known as Online TV which is a site that has the video that concept, always updated constantly, not static, follow the development of events that occur in the environment, and can be accessed by the public freely, with various forms distribution. To be able to access it just need to connect to our personal computers with broadband Internet connections subscription. Internet television is often called the Television on the Desktop (TOD), TV over IP (Television over Internet Protocol) or Internet Protocol Television, Vlog, and jugaVodcast. Internet tv is different from the conventional television. The second was showing a lot of similar events, but internet tv more diverse than the usual local television stations we watch at home or cable television subscription. Internet TV is usually broadcast in person by Internet users or also by a group of people or a large television company that also has an online television service on the internet. The following TV internet provider site data in Indonesia.

**Tabel 1 The Data Internet TV Providers in Indonesia**

No	Internet TV Provider	Visitors (Per Year)
1.	Mivo TV	25.869.375
2.	Bagan TV	988.785
3.	Usee TV	85.775
4.	First Media Live Streaming	3.165.280
5.	Binus TV	130.670
6.	Metro TV Streaming	14.113.455