

ABSTRACT

Development in science and technology are rapidly increasing these days; it has given birth to Millennials or better known as the Generation Y. Generation Y, or the Millennial, is known as the most literate generation of computers and technology where this type of literacy is very beneficial. One of the benefits is an innovation in online mathematics learning, called APIQ online math courses, it is organized through Facebook, YouTube, email, and website. Nevertheless the perceived appearance penetration rate is still low. This study begins with a *literature review* and the result is that the model *Extended Unified Theory of Acceptance and Use of Technology (Extended UTAUT or UTAUT2)* of Venkatesh, Viswanath., James.YL Thong and Xin Xu (2012) is the most suitable model for the base theoretical research on adoption of *online APIQ*.

This research used two stages, there was a study of literature and interviews of four experts. As a result, both stages formed *Model Modified Unified Theory of Acceptance and Use of Technology 2* towards *Behavioral Intention* to adopt online APIQ with variable independence refers to UTAUT 2 *Performance Expectancy, Effort Expectancy, facilitating Condition, Price Value, Content*, with the addition of independent variables namely *Collaboration* and *Tracking*, as well as moderating variable *Membership* and *Position*. Research produced that 6 (six) variable influence on the adoption of *online APIQ* is successively starting from the highest impact to the lowest toward its influence is *Collaboration, Effort Expectancy, Tracking, Facilitating Condition, Performance Expectancy*, and *Content*. Whereas the variable of *Price Value* is not a determining factor of adoption on this online APIQ.