

ABSTRACT

This research aims to study users' acceptance in telecounseling via mobile app in the midst of global pandemic COVID-19. The research model adopts Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model with modifications including adding Perceived Risk variable and omitting Experience moderating variable. Structural Equation Modelling (SEM) was used to predict the relationship between dependent and independent variables. Partial Least Square (PLS) was used in statistical analysis. The result found that Effort Expectancy, Facilitating Condition, Social Influence and Hedonic Motivation doesn't have significant effect on Reuse Intention. This model explains 63.5% ($R^2 = 0.635$) of variability of Reuse Intention and 55.3% ($R^2 = 0.553$) of variability of Reuse Behavior. This research also analyses how gender and age moderates the independent and dependent variables. It is found that age only moderates Price Value towards Reuse Intention and Reuse Intention towards Reuse Behavior while gender doesn't have moderating effect at all. This study provides new insight on factors affecting users' acceptance especially in the context of mobile telecounseling app.