ABSTRACT

The education sector has experienced significant changes along with technological developments. The utilization of cloud storage technology has the ability to increase efficiency in the learning process. In using cloud storage technology, generation z considers factors that support the level of technology acceptance before deciding to use cloud storage technology as a learning medium, especially on security factors. This study aims to analyze the level of acceptance of cloud storage technology for generation z learning. This study adopts the Modified Technology Acceptance Model (TAM) defining 8 important factors including Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention Use, Actual System Use by adding variables Perceived Security, Perceived Privacy, Trust in analyzing the level of acceptance of cloud storage. The data collection technique was carried out by distributing questionnaires via google form to generation z people who use cloud storage technology with a valid sample obtained in this study totaling 308 respondents. The data analysis technique uses SmartPLS (Partial Least Square) 3.2.9. Based on the results of the analysis that has been carried out, 98.5% are generation z active users of cloud storage. The hypotheses between variables in this study are all accepted and have a positive influence. It can be concluded that attitude, benefits and convenience have a positive effect on interest in use and privacy and security have a positive influence on user trust in using cloud storage technology.

Keywords: *Cloud Storage*, generation z, *Modified Technology Acceptance Model*, smartPLS.