ABSTRACT

The increasing use of e-health technology includes online counseling, which addresses mental health issues via digital platforms. Generation Z, known for their technological competence, is also more prone to anxiety. According to 2023 SKI data, the age group 15-24 has the highest depression rates, with West Java being the most affected province in Indonesia. This study examines the factors influencing Generation Z's adoption of online counseling in West Java, using the UTAUT model with six variables: performance expectancy, effort expectancy, social influence, facilitating conditions, behavioral intention, and use behavior. The analysis was conducted using PLS-SEM with SmartPLS, involving 384 respondents selected through cluster sampling based on the Lemeshow formula. Results show that all variables, except behavioral intention, have a positive but weak impact. The closer the path coefficient is to +1, the stronger the effect. Behavioral intention, however, shows a positive, significant, and strong influence with a path coefficient of 0.654. The model explains 46.4% of the variance in the intention to adopt online counseling, indicating a solid validity of the identified variables. This study contributes to UTAUT literature by highlighting behavioral intention as a strong predictor of online counseling adoption. The findings suggest that improving online counseling services can enhance user experience and benefits.

Keywords— generation z, online counseling, PLS-SEM, UTAUT