

ABSTRACT

Online counseling services are becoming increasingly relevant in the digital era, especially for Generation Z born between 1996 and 2012, who have grown up in the digital age. They tend to have the highest stress levels in Indonesia, particularly in West Java, where the age group of 15-24 years has the highest stress levels compared to other age groups. Online counseling allows individuals to receive psychological support from mental health professionals without needing to meet in person. This type of counseling is part of e-Health, which refers to the use of information and communication technology to support and enhance healthcare services. This study aims to examine and analyze the interest of Generation Z in West Java in using online counseling services using a quantitative approach based on the Theory of Planned Behavior (TPB) model, focusing on attitudes, subjective norms, and perceived behavioral control. Data were collected from a sample of 384 respondents selected using the Lemeshow formula and analyzed using the SmartPLS application. Descriptive analysis and structural model evaluation were used to test the relationships between attitudes, subjective norms, and perceived behavioral control. The results indicate that the variables tested have a significant influence on the intention to use online counseling services, although the effect is relatively weak. Subjective norms have the greatest influence with a path coefficient of 0.307, indicating that social norms around the individual play a crucial role in their decision to use this service. In conclusion, increasing Generation Z's behavioral intention to use online counseling services can be achieved by strengthening subjective norms through appropriate social interventions within their environment

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