

ABSTRACT

The internet has become integral to Generation Z's life in Indonesia, influencing mental health through issues like addiction, sleep disorders, anxiety, and depression. The Indonesian Health Survey (2023) indicates that West Java has the highest depression rates in Indonesia, especially among individuals aged 15 to 24. Online counseling, a component of e-health, provides mental health support through digital platforms. Given the growing internet use among Generation Z, understanding the factors influencing the adoption of online counseling services is crucial. This study investigates the impact of various factors on the adoption of online counseling technology by Generation Z in West Java, employing the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. A quantitative approach with PLS-SEM using SmartPLS was utilized, involving a sample of 384 respondents selected through cluster sampling based on the Lemeshow formula. The analysis includes descriptive statistics, measurement model evaluation, and structural model evaluation. Results show that five out of six hypotheses are supported, including the effects of Performance Expectancy, Effort Expectancy, Facilitating Conditions, Price Value, and Habit on Behavioral Intention, with Habit having the highest impact ($\beta = 0.236$, $P\text{-value} < 0.05$). However, Social Influence did not significantly affect Behavioral Intention. The model explains 50.4% of the variance in technology adoption intention, demonstrating high validity of the identified factors. Online counseling providers should enhance benefits, ease of use, and infrastructure to increase adoption among Generation Z. This study contributes to UTAUT2 literature by emphasizing individual and environmental factors affecting technology adoption.

Keywords—e-health, generation Z, online counseling, PLS-SEM, UTAUT2