

ABSTRACT

The My Tel-U mobile application is a form of information and communication technology development within academic institutions aimed at enhancing the effectiveness of students' academic activities. Although it is designed to facilitate student needs, its acceptance level has not been fully understood. Users still report various issues, including slow loading processes and difficulty accessing academic scores. This case to purpose the variables of UTAUT 2 toward the My Tel-U application at Telkom University Purwokerto. Analyze data with Partial Least Squares Structural Equation Modeling (PLS-SEM) when data collected through an online questionnaire distributed to 380 active student users of My Tel-U and analyzed using SmartPLS 3.0. 11 hypothesized path show significant influence. The research findings indicate a high significance value for the main variables related to Behavioural Intention, while Facilitating Conditions show significance with a smaller value. These findings provide important insights for the development and improvement of the My Tel-U application services at Telkom University Purwokerto. As a solution, developers need to optimize feature performance to enhance the user experience.

Keywords: *Mobile Application, My Tel-U, Application Acceptance, UTAUT 2*