ABSTRACT

The development of information technology in the millennial era or a more modern era of globalization, the role of information technology is needed for several things related to the education sector (Maritsa et al., 2021). Telkom University is one of the educational institutions that adopts online learning as an integral part of the academic process based on the Telkom University Academic Guide 2024. Although online learning provides flexibility in time and place, its success is highly dependent on students' online learning behavior (Rasheed et al., 2020).

This study aims to analyze the effect of intrinsic motivation and extrinsic motivation on online learning behavior of students at the Telkom University Business Administration Study Program. The research method uses a quantitative approach with data collection techniques through questionnaires distributed to 193 respondents. Independent variables consist of intrinsic motivation (with indicators of autonomy, competence, and connectedness) and extrinsic motivation (with indicators of external regulation, introjective regulation, identification regulation, and integration regulation). The dependent variable is online learning behavior (with indicators of teaching presence, social presence, and cognitive presence).

The results of multiple linear regression analysis show that intrinsic motivation and extrinsic motivation significantly influence online learning behavior. The findings provide important implications for the development of more effective online learning strategies by considering students' motivational aspects.

Future research can develop this research by adding other variables that have not been studied, such as cultural differences, social inequality, policies and / or institutional benefits and can reach other research objects in different student scopes with a larger sample size such as faculty, university, or regional (city or province).

Key Words: *Intrinsic Motivation, Extrinsic Motivation, Online Learning Behavior, Student, Online Learning, Behavior*