

## **ABSTRACT**

*This study aims to validate empirically about e-learning which in the context of this research is the use of SSO for students of Faculty of Economics and Business Diponegoro University using the UTAUT model. Single Sign-on is a one-time login authentication mechanism that allows individuals to access various resources and services. The population in this study were FEB UNDIP students consisting of 4 majors, namely the Department of Management, the Department of Accounting, the Department of Development Economics and the Department of Islamic Economics.*

*The number of samples obtained 109 with the sampling technique using non-probability sampling and purposive sampling methods. The method used in this study is comparative quantitative using the three-box method as a tool to describe the demographics of the sample that has been received. The analytical method used is path analysis with quantitative methods using the SmartPLS application version 3.3.3*

*The results of this study indicate that the variables of performance expectations (X1), social influence (X3), facilitating conditions (X4) and attitudes towards the use of (i1) have a positive and significant effect on the use of SSO (Y). Meanwhile, business expectations (X2), social influence (X3) and behavioral intentions (i2) have a positive and significant effect on the use of SSO (Y). In addition, the attitude variable towards use (i1) and behavioral intention (i2) did not succeed in moderating the independent variables of performance expectation (X1), business expectation (X2), social influence (X3) and facilitating conditions (X4) with the independent variable being (Y)*

*Keywords: UTAUT, Acceptance, e-learning, Single sign on, FEB students.*