

ABSTRACT

The aim of the study is to examine the elements influencing the intentions and utilization of Massive Open Online Courses (MOOCs) among Generation Y, as per the UTAUT 2 (Unified Theory of Acceptance and Use of Technology 2). The paper selected a quantitative approach, utilizing a sample of 150 users from MOOC platforms (Skill Academy and My Skill). This sample was gathered by distributing an online survey through social media channels. The employed technique for data analysis is PLS-SEM. The results depict that performance expectations, effort expectations, social influence, facilitating conditions, price values, and habits have a positive influence on behavioral intention. Nevertheless, hedonic motivation seems to lack a significant impact on behavioral intention. Subsequently, behavioral intention exhibits a significantly positive sway on usage behavior.

Keywords: *UTAUT2; MOOC; Mobile learning; Technology acceptance; Use behavior, generatioin Y*

