

## ABSTRACT

Since the onset of the pandemic from 2020 ago, many activities have undergone changes from various aspects. From the previous face-to-face meeting, now due to health protocols, these activities must be carried out online. One of them is in the field of education. Where the rules in teaching and learning activities are through online using several existing applications, one of which is the Zoom Meeting application. In college, this application is often used to conduct webinars, especially for students. With this activity using this technology, it is necessary to analyze the use and ease of use of the technology used. The analysis can be done using one of the commonly used models to measure whether a technology is acceptable to the user or not, namely the Technology Acceptance Model (TAM). The purpose of this study was to analyze the acceptance rate of using zoom for webinars for students of the Information Technology study program using the TAM approach. This type of research is descriptive quantitative research, primary data collection techniques using questionnaires distributed to the research sample of 65 students of the Information Technology Study Program. The data were analyzed using descriptive analysis techniques, simple and multiple linear regression. The results showed that perceived usefulness, perceived ease of use, and acceptance of IT were in the good or high category. The results of linear regression analysis show that the perceived ease of use variable has a positive and significant effect on the perceived usefulness variable, the perceived usefulness variable has a positive and significant effect on the Acceptance of IT variable, while the perceived ease of use variable has a positive but not significant effect on the Acceptance of IT variable.

**Keywords:** *Technology Acceptance Model (TAM), Platform Zoom, Webinar, Perceived Usefulness, Perceived Ease of Use, Acceptance of IT*