

## ABSTRACT

*The advancement of technology has made it easier to access online counseling services, which is essential for addressing mental health issues, particularly among Generation Z. According to Databoks data from 2023, individuals aged 15-24 have the highest prevalence of depression in Indonesia, with West Java being the province with the highest depression rates. This study aims to analyze the impact of variables in the Technology Acceptance Model (TAM) on the adoption of online counseling services by Generation Z in West Java, focusing on five variables: perceived usefulness, perceived ease of use, attitude toward using, behavioral intention of use, and actual system use. The research uses PLS-SEM with SmartPLS for analysis. A total of 384 respondents were selected through cluster sampling, following the Lemeshow formula. The analysis includes descriptive statistics, measurement model evaluation, and structural model evaluation. The findings reveal that the model explains 27% of the variance in technology adoption intention, indicating a relatively high validity of the identified factors. All variables positively and significantly influence technology acceptance, though the effect of Perceived Ease of Use on Attitude Towards Use is relatively weak. The Behavioral Intention of Use variable shows a positive and significant effect with a path coefficient of 0.439. The study recommends that Halodoc enhance the overall user experience to encourage wider adoption of online counseling services among Generation Z.*

*Keywords : generation Z, online counseling, TAM, technology adoption.*