

ABSTRACT

Rajak, Puji Inanta. 2024. Exploring Factors of Utaut Model on the Use of Youtube as a Learning Media for Learning English: A Structural Equation Model. A Thesis, English Education Study Program. Faculty of Teacher Training and Education, Universitas Jambi. First Supervisor is Dr. Fortunasari, S.S., M.A. The second Supervisor is Melati, S.Pd., M.CC.

Keywords: UTAUT Model, YouTube, SmartPLS 3, PLS-SEM

This study was conducted with the aim of exploring what factors in the UTAUT model have a significant influence on YouTube's acceptance of learning English. This research was conducted using a quantitative survey approach with a questionnaire as an instrument in collecting data, where in this study the amount of data obtained was 353 participants who were students of the English language education study program at the University of Jambi. The data obtained were then processed and analyzed using the Structural Equation Model- Partial Last Square (PLS-SEM) in the SmartPLS 3 application to analyze the proposed hypotheses of the study objectives. The SEM results supported the entire main constructs of UTAUT proposed in the hypotheses. Based on the research results, it was found that the main constructs of UTAUT, namely Performance Expectancy, effort expectancy, social influence, and Facilitating Conditions (FC) have a significant influence on YouTube acceptance. In addition, the main constructs of the UTAUT model on YouTube acceptance were found not to be moderated by gender.