

## **ABSTRACT**

*This study aims to analyze the effect of UTAUT and UGT on behavioral intentions in the use of m-learning technology among accounting students of Diponegoro University in Semarang. This study examines variables from UTAUT such as performance expectations, business expectations, social influence and variables from UGT such as cognitive needs, affective needs, and social needs to express factors that influence behavioral intentions in using m-learning technology. By using the theory of TRA, TPB, and UGT, this study analyzes the factors that influence behavioral intentions in using m-learning in terms of motivation and media selection in meeting user needs*

*The population for this research is SSO user students in the Faculty of Economics and Business at Diponegoro University. Obtained 103 respondents from google form distributed online through social media. The tool used in analyzing this research is Partial Least Square.*

*The results of this research test show that performance expectations, social influences, and social needs have an influence on behavioral intentions in using m-learning. In addition, cognitive needs and business expectations have been shown to influence performance expectations. Social needs have also been proven to influence business expectations. Factors such as cognitive needs, social needs and business expectations have not been proven to have an influence on behavioral intentions in using m-learning, perhaps these factors are not the reason for m-learning users using the technology.*

*Keywords: UTAUT, UGT, M-learning, Behavioral intention, Motivation, Media Selection.*