

ABSTRACT

ANALYSIS OF THE INFLUENCE OF TECHNOLOGY ACCEPTANCE OF YOUTUBE CHANNEL SPORTS USING THE C TPB - TAM METHOD

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Technological advances in the current era are increasingly rapid, and increasingly sophisticated. Society is also facilitated by the presence of technology, especially with the internet network. The pandemic caused by COVID-19 has caused almost all activities to be carried out at home. During a pandemic like this, we are strongly encouraged to maintain a healthy body because during this time the body is more susceptible to disease, especially the COVID-19 virus. Maintaining a healthy body is very important in everyday life, because by maintaining a healthy body, the activities carried out can run well. Exercising can help strengthen the body's immunity thereby reducing infection with COVID-19. The benefits of exercise include: improving metabolic health, mental health, muscle strength, and preventing heart disease. During a pandemic like now, exercising can be done at home by using the YouTube channel. The problem in this research is that there is a change in a person's behavior to exercise by utilizing the YouTube channel and measuring the level of acceptance of YouTube channel users according to the C TPB-TAM indicator. The purpose of this research is to find out what factors influence the interest and acceptance of YouTube Sports channel technology using the Combined TPB – TAM method. The results showed that the factors that influence a person's interest and acceptance of SKWAD Fitness' sports youtube channel technology are influenced by Behavior Intention, Perceived Ease Of Use, Perceived Usefulness, attitude (Attituted), subjective norms (Subjective Norm), and perceived behavioral control (Perceived Behavior Control)

Keywords: *Sports Youtube Channel, Combined TPB – TAM, Covid-19, Sports, Technology*