

Research on the correlation between factors affecting the readiness for digital transformation of students in the CDS class - University of Information and Communication Technology based on the UTAUT model

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Abstract: This study investigates the factors influencing the readiness for digital transformation among students in the Digital Transformation (CDS) class at the University of Information and Communication Technology, based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model. A quantitative research method was employed, utilizing survey data collected from enrolled students. The analysis examined the correlation between key UTAUT constructs—performance expectancy, effort expectancy, social influence, and facilitating conditions—and the students' behavioral intention and readiness for digital transformation. The findings reveal that performance expectancy and facilitating conditions have the most significant positive impact on students' readiness, while effort expectancy and social influence also contribute, albeit to a lesser degree. The results provide empirical insights into the specific drivers of digital adoption within an educational context, offering practical recommendations for enhancing training programs and institutional support to foster a more effective digital transformation process.

Keywords: digital transformation, UTAUT, readiness, learners