

Memahami sisi permintaan mahasiswa S1 terhadap layanan konseling psikologi online melalui analisis willingness to pay: studi kasus platform kariib = Understanding the demand side of online psychological counseling toward undergraduate students using willingness to pay analysis: study case of kariib platform

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Abstrak

Urgensi dalam mengatasi permasalahan depresi mengalami peningkatan seiring dengan semakin besar dampak buruk depresi yang diberikan secara global. Hal ini membuat layanan konseling psikologi online dapat menjadi alternatif bagi orang dalam mencari mengatasi permasalahan depresi. Penelitian ini diselenggarakan guna memahami sisi permintaan layanan konseling psikologi online dengan cara mengetahui besaran kesediaan membayar serta faktor-faktor yang mempengaruhi kesediaan membayar mahasiswa S1 terhadap Platform Kariib sebagai layanan konseling psikologi online. Hasil estimasi dari penelitian primer ini dianalisis dengan menggunakan metode triple bounded dichotomous choice ndash; contingent valuation method, yang dimana diperoleh hasil willingness to pay mahasiswa S1 sebesar Rp 95.375 per 2 jam. Selain itu, berdasarkan analisis regresi OLS menunjukkan bahwa variabel depresi, self-stigma, online counselling attitude, usia, pengalaman konseling serta pendapatan keluarga berpengaruh signifikan terhadap willingness to pay layanan konseling psikologi online mahasiswa S1.

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Urgency in overcoming the problem of depression has increased along with the greater the adverse effects of depression given globally. This makes online psychological counseling services occurs as an alternative for people looking to overcome depression problems. This study was conducted to understand the demand side of online psychological counseling services by knowing the amount of willingness to pay as well as the factors influencing the willingness to pay Kariib platform as an online psychological platform counseling for undergraduate students. The estimation result from this primary research was analyzed by using triple bounded dichotomous choice contingent valuation method, where the result of willingness to pay of undergraduate student is Rp 95.375 per 2 hours. In addition, based on OLS regression analysis showed that the variables of depression, self stigma, online counseling attitude, age, counseling experience and family income significantly influence the willingness to pay online psychology counseling service of undergraduate students.