

# Evaluasi Penerimaan Pengguna Digital Marketing pada Media Instagram melalui Pendekatan Technology Acceptance Model (TAM) di Rumah Sakit Bunda Palembang Tahun 2022 = Evaluation of Digital Marketing User Acceptance in Media Instagram through the Technology Acceptance Model (TAM) Approach at Bunda Hospital Palembang in 2022

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## Abstrak

Digital marketing saat ini banyak digunakan dan dicari pelaku bisnis, Perkembangan teknologi yang semakin canggih mempermudah proses pemasaran. Kebutuhan atas digital marketing yang terus meningkat, mengakibatkan para pebisnis rumah sakit menggunakan strategi pemasaran online terutama disaat pandemi Corona Virus Disease-2019 (COVID-19) banyak orang menghindari untuk berkunjung ke rumah sakit dan lebih memilih menggunakan aplikasi medis berbasis digital. Penelitian ini untuk mengetahui evaluasi penerimaan penggunaan Digital Marketing pada media Instagram dengan menggunakan pendekatan Technology Acceptance Model (TAM) di Rumah Sakit Bunda Palembang. TAM merupakan suatu model yang menjelaskan perilaku pengguna teknologi informasi yang berlandaskan atas kepercayaan (beliefs), sikap (attitude), minat (intention) dan hubungan perilaku pengguna (user behavior relationship). Penelitian ini merupakan penelitian kuantitatif dengan desain survey cross-sectional. Dimensi Perceived usefulness memberikan pengaruh sebesar 31,1% terhadap penerimaan penggunaan digital marketing pada media Instagram, perceived ease of use memberikan pengaruh sebesar 13,1% terhadap penerimaan penggunaan digital marketing pada media Instagram, attitude toward using hanya memberikan pengaruh sebesar 17% terhadap penerimaan penggunaan digital marketing pada media Instagram sedangkan behavioral intention to use memberikan pengaruh sebesar 17,5% terhadap penerimaan penggunaan digital marketing pada media Instagram di Rumah Sakit Bunda Palembang. Evaluasi menggunakan pendekatan Technology Acceptance Model (TAM) dari berbagai dimensi didapatkan hanya dimensi perceived usefulness yang secara signifikan mempengaruhi penerimaan penggunaan digital marketing pada media Instagram di Rumah Sakit Bunda Palembang.

.....Digital marketing is currently widely used and sought after by business people. The development of increasingly sophisticated technology makes the marketing process easier. The need for digital marketing continues to increase, resulting in hospital businesses using online marketing strategies. Especially during the Corona Virus Disease-2019 (COVID-19) pandemic, many people avoid visiting hospitals and prefer to use digital-based medical applications. This study is to determine the evaluation acceptance of the use of Digital Marketing on Instagram media using the Technology Acceptance Model (TAM) approach at Bunda Hospital Palembang. TAM is a model that explains the behavior of information technology users based on beliefs, attitudes, intentions, and user behavior relationships. This study is a quantitative study with a cross-sectional survey design. The dimension of Perceived usefulness had an impact of 31.1% on the acceptance of the use of digital marketing on Instagram media. Meanwhile, perceived ease of use had an impact of 13.1% on the acceptance of the use of digital marketing on Instagram media, the attitude toward using had given 17% impact on acceptance of digital marketing use on Instagram media. Meanwhile, behavioral

intention to use had given 17.5% impact on acceptance of digital marketing use on Instagram media at Bunda Hospital Palembang. The evaluation by using Technology Acceptance Model (TAM) approach from various dimensions. Perceived usefulness dimension was found significantly affected on the acceptance of the use of digital marketing on Instagram media at Bunda Hospital Palembang.