

Analisis Faktor-Faktor yang Memengaruhi Trust Transfer Terhadap Niat Keberlanjutan Penggunaan Layanan Konsultasi Telemedicine Pasca Pandemi Covid-19 = Analysis of Factors that Influencing Trust Transfers on Continuance Intentions to Use Telemedicine Consulting Services in Post-Covid-19 Pandemic

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Abstrak

Terjadinya peningkatan pengguna aplikasi seluler mendorong peluang untuk mempermudah konsultasi kesehatan melalui telemedicine di era pandemi COVID-19. Di Indonesia sendiri terjadi peningkatan penggunaan telemedicine selama pandemi COVID19. Namun, setelah pandemi COVID-19, masyarakat cenderung akan berkonsultasi secara offline kembali karena ketika berkonsultasi pada telemedicine masyarakat akan merasa beresiko karena tidak dapat bertemu dokter secara langsung dan layanan online seringkali menimbulkan isu-isu privasi. Rasa ketidakpastian dan beresiko dapat dikurangi dengan membangun kepercayaan masyarakat melalui proses trust transfer. Oleh karena itu, penelitian ini memiliki tujuan untuk mengetahui faktor-faktor yang dapat memengaruhi trust transfer agar masyarakat tetap berlanjut menggunakan layanan konsultasi telemedicine walaupun pandemi COVID-19 telah berakhir. Kemudian dilakukan penyebaran survei kepada masyarakat Indonesia yang sedang atau pernah berkonsultasi menggunakan aplikasi telemedicine dan mendapatkan 457 responden valid. Penelitian ini merupakan penelitian kuantitatif menggunakan analisis PLS-SEM dengan bantuan program SmartPLS. Hasil penelitian menunjukkan bahwa trust in doctor dipengaruhi oleh perceived reputation, telemedicine quality, dan familiarity. Kemudian trust in telemedicine dipengaruhi oleh disposition to trust dan telemedicine quality. Sedangkan trust in technology dipengaruhi oleh perceived reputation, telemedicine quality, dan familiarity. Selanjutnya trust in doctor dan trust in technology berpengaruh secara positif terhadap trust in telemedicine services namun tidak berpengaruh secara langsung terhadap continuance intention. Selain itu, satisfaction dan perceived usefulness berpengaruh positif secara langsung terhadap continuance intention.

.....The increase in mobile application users encourages opportunities to facilitate health consultations through telemedicine in the era of the COVID-19 pandemic. In Indonesia, there has been an increase in the use of telemedicine during the COVID-19 pandemic. However, after the COVID-19 pandemic, people tend to consult offline again because when consulting on telemedicine, people will feel risky because they cannot meet doctors in person and online services often cause privacy issues. The sense of uncertainty and risk can be reduced by building public trust through the trust transfer process. Therefore, this study aims to determine the factors that can affect trust transfer so that people continue to use telemedicine consulting services even though the COVID-19 pandemic has ended. Then the survey was distributed to the Indonesian people who were or have been consulted using the telemedicine application and got 457 valid respondents. This research is quantitative research using PLS-SEM analysis with the help of the SmartPLS program. The results showed that trust in doctor was influenced by perceived reputation, telemedicine quality, and familiarity. Then trust in telemedicine is influenced by disposition to trust and telemedicine quality. Meanwhile, trust in technology is influenced by perceived reputation, telemedicine quality, and familiarity.

Furthermore, trust in doctor and trust in technology have a positive effect on trust in telemedicine services but do not directly affect continuance intention. In addition, satisfaction and perceived usefulness have a direct positive effect on continuance intention.