

Analisis Pengaruh Incentive-Based Mobile Fitness App terhadap Continuance Usage Intention Pengguna: Efek Moderasi Jenis Kelamin = Analysis of the Effect of Incentive-Based Mobile Fitness App on User's Continuous Use Intention: Gender as a Moderation Effect

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Abstrak

Survei yang diselenggarakan McKinsey dan Company melaporkan bahwa per Mei 2022, sebanyak 26% masyarakat Indonesia mulai aktif melakukan aktivitas fisik, 32% sudah secara rutin beraktivitas fisik, dan 9% berolahraga dengan lebih intens. Revolusi Industri 4.0 membuat aplikasi fitness yang digunakan untuk melacak performa olahraga masyarakat berkembang secara pesat. Meskipun demikian, minat masyarakat untuk menggunakan aplikasi fitness dalam jangka waktu yang lama masih tergolong rendah. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh insentif pada aplikasi fitness (self-monitoring, social support, platform rewards, dan external influence) terhadap niat continuance usage intention pengguna dengan menggunakan efek moderasi jenis kelamin. Penelitian ini menggunakan metode mixed method dan untuk penelitian kuantitatif dilakukan menggunakan data yang didapatkan dari kuesioner daring dengan total 379 responden valid. Kemudian, data tersebut diolah menggunakan software IBM Amos 26 dengan metode Covariance-Based Structural Equation Modeling. Penulis juga melakukan penelitian kualitatif yaitu wawancara terhadap 30 narasumber pengguna aplikasi fitness dan mengolahnya menggunakan thematic analysis. Hasil analisis data menunjukkan bahwa tiga insentif (self-monitoring, platform rewards, dan external influence) kecuali social support berpengaruh terhadap perceived usefulness pengguna aplikasi. Selain itu, jenis kelamin juga terbukti berpengaruh terhadap perilaku pengguna untuk meningkatkan aktivitas fisik mereka. Penelitian ini menunjukkan bahwa perempuan lebih cenderung termotivasi untuk olahraga karena fitur sosial dan eksternal, sedangkan laki-laki lebih memperhatikan fitur tracking dan challenges atau rewards. Berdasarkan hasil penemuan tersebut, penelitian ini diharapkan dapat berkontribusi dalam bidang mHealth dan memberikan wawasan bagi para pengembang aplikasi kebugaran dan bermanfaat dalam perkembangan fasilitas olahraga digital di Indonesia.

.....A survey conducted by McKinsey and Company revealed that, as of May 2022, 26% of Indonesians have become more active physically, while 32% have established a routine for physical activity, and 9% have intensified their exercise regimen. The rapid development of fitness applications, driven by the Industrial Revolution 4.0, has allowed for the tracking of individuals' athletic performance. However, the long-term adoption of fitness applications among the general population remains relatively low. Consequently, the aim of this research is to examine the impact of incentives (self-monitoring, social support, platform rewards, and external influence) on users' Continuance Usage Intention within fitness applications, with a focus on the moderating effect of gender. The study employs a quantitative approach, utilizing data obtained from a web-based questionnaire administered to a sample of 379 valid respondents. The data is then analyzed using the Covariance-Based Structural Equation Modeling method through IBM Amos 26 software. Additionally, qualitative research was conducted, involving interviews with 30 fitness application users, to gather unique insights pertaining to the proposed hypotheses. The findings indicate that self-monitoring, platform rewards, and external influence significantly influence users' perceived usefulness

of the fitness application. Moreover, gender is shown to have a significant influence on user behavior in increasing their physical activity. Specifically, the research demonstrates that females tend to be more motivated to engage in physical activity due to social and external features, whereas males show greater attention to tracking functionalities and challenges or rewards. The result of this research is expected to contribute to the mHealth industry and help mobile fitness app developers to improve the digital exercise facilities in Indonesia.