

Analisis faktor-faktor yang memengaruhi behavioral intention penggunaan aplikasi Halodoc: Modifikasi extended unified theory of acceptance and use of technology (UTAUT2) = Analysis of factors influencing behavioral intention to use Halodoc application: Modification of extended unified theory of acceptance and use of technology (UTAUT2)

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Abstrak

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang memengaruhi behavioral intention dari konsumen untuk dapat menggunakan layanan telemedisin khususnya pada Halodoc. Faktor-faktor yang digunakan dalam penelitian ini adalah social influence, perceived usefulness, perceived technology usage risk, dan perceived ubiquity sebagai faktor eksternal serta health anxiety dan offline consultation habit sebagai faktor internal. Selain itu, terdapat variabel perceived value dan trust yang berperan sebagai mediasi serta adanya penambahan variabel facilitating condition dan website information. Untuk menguji 13 hipotesis dalam penelitian ini, peneliti menggunakan metode penelitian single-cross sectional survey dan metode purposive sampling sehingga didapatkan data sebanyak 582 responden yang merupakan Warga Negara Indonesia berusia antara 18-60 tahun dan pernah menggunakan layanan dari Halodoc. Dari hasil pengolahan data menggunakan metode Partial Least Square- Structural Equation Method (PLS-SEM) ditemukan hanya 11 hipotesis yang diterima. Hasil tersebut menunjukkan bahwa social influence, perceived usefulness, perceived ubiquity, dan health anxiety memiliki pengaruh yang signifikan dan positif terhadap perceived value. Sedangkan, offline consultation habit memiliki pengaruh yang signifikan tetapi negatif terhadap perceived value. Kemudian social influence dan perceived ubiquity memiliki pengaruh yang signifikan dan positif terhadap trust. Namun, perceived technology usage risk tidak berpengaruh signifikan terhadap perceived value dan trust. Terakhir, perceived value, trust, facilitating condition, dan website information berpengaruh signifikan dan positif terhadap behavioral intention. Penelitian ini juga memberikan implikasi manajerial yang dapat dijadikan sebagai bahan pertimbangan dalam pengembangan layanan selanjutnya.

.....This research aims to identify the factors that influence consumer behavioral intention to use telemedicine services, particularly on Halodoc. The factors used in this study are social influence, perceived usefulness, perceived technology usage risk, and perceived ubiquity as external factors, as well as health anxiety and offline consultation habit as internal factors. Additionally, the variables perceived value and trust play a mediating role, and facilitating condition and website information are included. To test 13 hypotheses in this study, the researcher employed a single-cross sectional survey method and purposive sampling, resulting in 582 respondents who are Indonesian citizens aged between 18-60 years and have used Halodoc services. Using Partial Least Square- Structural Equation Method (PLS-SEM), it was found that only 11 hypotheses were accepted. The results show that social influence, perceived usefulness, perceived ubiquity, and health anxiety have significant and positive effects on perceived value. Offline consultation habit has a significant but negative effect on perceived value. Social influence and perceived ubiquity also have significant and positive effects on trust. However, perceived technology usage risk does not have a

significant effect on perceived value and trust. Finally, perceived value, trust, facilitating condition, and website information have significant and positive effects on behavioral intention. This study also provides managerial implications that can be used as a consideration in the development of subsequent services.