

Analisis Faktor-Faktor yang Mempengaruhi Continuance Intention Pengguna dalam Menggunakan Layanan Digital Pasca Pandemi COVID-19: Studi Kasus Layanan E-Health, E-Learning, E-Wallet = Analysis of Factors Influencing Users' Continuance Intention in Using Digital Services Post-COVID-19 Pandemic: Case Study of E-Health, E-Learning, E-Wallet

Nathasya Shalsabilla Putri, author

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Abstrak

Pandemi COVID-19 di Indonesia berdampak signifikan pada sektor kesehatan, pendidikan, dan ekonomi. Kebijakan physical distancing dan dorongan untuk beraktivitas dari rumah memaksa masyarakat beradaptasi dengan teknologi digital. Penelitian ini bertujuan mengeksplorasi faktor-faktor yang memengaruhi keberlanjutan penggunaan layanan digital e-health, e-learning, dan e-wallet pasca pandemi COVID-19 di Indonesia. Model eksploratif dalam penelitian ini mengadopsi Expectation-Confirmation Model, dengan tambahan konstruk dari kerangka kerja Task Technology Fit, trust, dan habit yang diadaptasi dari penelitian sebelumnya. Responden terdiri dari 312 pengguna ketiga layanan tersebut yang telah menggunakan layanan ini sejak pandemi COVID-19. Analisis dilakukan menggunakan metode Partial Least Square Structural Equation Modelling (PLS-SEM) dengan bantuan SmartPLS 3. Hasil penelitian menunjukkan bahwa task characteristics, technology characteristics, task-technology fit, confirmation, dan satisfaction memengaruhi niat keberlanjutan penggunaan pada semua layanan yang diteliti. Namun, terdapat perbedaan hasil pada keterhubungan antara perceived usefulness dan continuance intention pada layanan e-wallet yang ditolak, serta trust dan continuance intention pada layanan e-health yang juga ditolak. Faktor yang tidak terbukti hipotesisnya pada seluruh layanan yang diteliti adalah hubungan antara trust dengan satisfaction dan habit dengan continuance intention. Penelitian ini dapat menjadi acuan di Indonesia untuk membandingkan faktor-faktor yang memengaruhi niat pengguna dalam melanjutkan penggunaan layanan digital pada berbagai jenis layanan.

.....The COVID-19 pandemic in Indonesia has significantly impacted the health, education, and economic sectors. Physical distancing policies and the push for home-based activities have compelled society to adapt to digital technologies. This study aims to explore the factors influencing the users continuance intention to use digital services such as e-health, e-learning, and e-wallets post-COVID-19 in Indonesia. The exploratory model in this study adopts the Expectation-Confirmation Model, supplemented with constructs from the Task Technology Fit framework, trust, and habit, adapted from previous research. Respondents consist of 312 users of these three services who have used them since the COVID-19 pandemic. The analysis was conducted using the Partial Least Square Structural Equation Modelling (PLS-SEM) method with the help of SmartPLS 3 software. The results indicate that task characteristics, technology characteristics, task-technology fit, confirmation, and satisfaction influence the sustained intention to use across all services studied. However, there were differences in the relationships, with the relationship between perceived usefulness and continuance intention being rejected for e-wallets, and the relationship between trust and continuance intention being rejected for e-health services. Factors that did not prove their hypotheses across all services studied are the relationships between trust and satisfaction and between habit and continuance

intention. This study can enrich as a reference in Indonesia for comparing the factors influencing users' intention to continue using digital services across different types of services.