

ABSTRAK

Amelia Andriani (010616200062)

ANTESEDEN DAN KONSEKUENSI DARI *BEHAVIOURAL INTENTION* LAYANAN TELEKONSULTASI ONLINE HALODOC SELAMA COVID-19

(halaman; gambar; table; lampiran)

Penelitian ini bertujuan untuk menganalisis: pengaruh positif *performance expectancy*, *effort expectancy*, *social influence*, *attitude toward using technology*, *perceived ease of use*, dan *perceived usefulness* terhadap *behaviour intention*, serta pengaruh positif *behaviour intention* terhadap *usage behaviour*. Pengumpulan data dilakukan menggunakan kuesioner. Target populasi penelitian ialah orang yang pernah melakukan telekonsultasi online di Halodoc dan bersedia menjadi responden. Penentuan jumlah sampel ditentukan sebesar 224 sampel. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diolah menggunakan *Partial Least Square-Structural Equation modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *performance expectancy*, *effort expectancy*, *social influence*, *attitude toward using technology*, *perceived ease of use*, dan *perceived usefulness* berpengaruh positif terhadap *behaviour intention*. Terakhir, *behaviour intention* berpengaruh positif terhadap *usage behaviour* pada penerimaan layanan telekonsultasi online Halodoc selama COVID-19. Implikasi manajerial berdasarkan hasil analisis data, Halodoc dapat meningkatkan kualitas dokter, meningkatkan akses layanan kesehatan dengan bekerja sama dengan lebih banyak apotik dan laboratorium, meningkatkan *communication skill* dari dokter-dokter di Halodoc, meningkatkan tampilan visual aplikasi Halodoc, menyediakan layanan 24 jam *customer service*, dan Halodoc dapat menyediakan lebih banyak layanan yang lebih komprehensif.

Kata kunci: *performance expectancy*, *effort expectancy*, *social influence*, *attitude toward using technology*, *perceived ease of use*, *perceived usefulness*, *behaviour intention*, *usage behaviour*

ABSTRACT

Amelia Andriani (010616200062)

ANTECEDENTS AND CONSEQUENCE OF BEHAVIORAL INTENTION HALODOC ONLINE TELECONSULTATION DURING COVID-19

(pages; figures; table; appendices)

This research aims to analyse: the positive effect of performance expectancy, effort expectancy, social influence, attitude toward using technology, perceived ease of use, and perceived usefulness on behaviour intention, the positive effect of behaviour intention on usage behaviour. Data collection was collected using questionnaire. The target population of this research were people that have done online teleconsultation at Halodoc and willing to be respondents of this research. The number of samples were determined to be which 224 samples. The sampling technique use was purposive sampling. Partial Least Square-Structural Equation modelling (PLS-SEM) is applied to this study. The results of data analysis showed that performance expectancy, effort expectancy, social influence, attitude toward using technology, perceived ease of use, and perceived usefulness have positive effect on behaviour intention. Lastly, behaviour intention has a positive effect on usage behaviour in acceptance of Halodoc's online teleconsultation during COVID-19. Managerial implication based on the results, Halodoc can improve the quality of doctors, improve access to health services by collaborating with more pharmacies and laboratories, improve communication skills of doctors at Halodoc, improve the visual appearance of Halodoc application, provide 24-hour customer service, and Halodoc can provide more comprehensive services.

Keywords: *performance expectancy, effort expectancy, social influence, attitude toward using technology, perceived ease of use, perceived usefulness, behaviour intention, usage behaviour*