

## ABSTRAK

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### ANTESEDEN DARI *CONSUMPTION VALUE* TERHADAP *HEALTHCARE APPS CONTINUOUS USAGE INTENTION*

(xii halaman + 149 halaman + 7 gambar + 24 tabel + 2 lampiran)

Terjadi lonjakan pengguna aplikasi seluler di masa pandemi COVID-19. Penggunaan internet di Indonesia saat ini didominasi oleh penggunaan media sosial yaitu sebanyak 212,4 juta jiwa. Angka ini membuktikan adanya penambahan sebesar 12,6% dari jumlah pengguna aktif media sosial di tahun 2021. Hal ini berdampak pada *e-marketing* yang semakin berkembang. Penelitian ini bertujuan untuk menganalisa pengaruh harga dan *social media marketing activities* (SMMA) terhadap *functional value*, *social value*, *emotional value*, *epistemic value*, dan *conditional value* serta dampaknya terhadap *continuous usage intention* pada aplikasi MySiloam. Pengujian model penelitian ini menggunakan metode kuantitatif dengan PLS-SEM dan pengambilan data dengan teknik *purposive sampling*. Pada penelitian ini terdiri atas 162 responden yang diikutkan karena telah memenuhi kriteria inklusi penelitian. Hasil penelitian menunjukkan 11 dari 15 hipotesis berpengaruh positif dan signifikan ( $p < 0,05$ ). Pengaruh yang paling kuat berdasarkan hasil pengolahan data yaitu hubungan antara *social media marketing activities* (SMMA) terhadap *functional value* yang secara tidak langsung berdampak pada MySiloam *Apps continuous usage intention*. Hal ini juga diperkuat dengan hasil uji melalui *specific indirect effects*. Dari hasil penelitian ini dapat ditarik kesimpulan bahwa peran media sosial sebagai sarana pemasaran produk cukup penting terutama untuk menciptakan nilai fungsi yang dapat meningkatkan *continuous usage intention* melalui aplikasi kesehatan. Oleh karena itu penemuan ini dapat diterapkan terutama dalam implikasi manajerial rumah sakit untuk meningkatkan *continuous usage intention* aplikasi kesehatan. Terdapat pula beberapa keterbatasan penelitian diikuti pula dengan saran bagi penelitian selanjutnya.

**Kata Kunci:** *social media marketing activities*, *functional value*, *social value*, *emotional value*, *epistemic value*, *conditional value*, *perceived value*, *consumption value*, *healthcare apps*, *continuous usage intention*

**Referensi:** 76 (1980 - 2022)

## ABSTRACT

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### **ANTECEDENT OF CONSUMPTION VALUE TOWARDS HEALTHCARE APPS CONTINUOUS USAGE INTENTION**

(xii pages + 149 pages + 7 pictures + 24 tables + 2 appendix)

*There has been a surge in mobile app users during the COVID-19 pandemic. Internet use in Indonesia is currently dominated by the use of social media, which is 212.4 million people. This figure proves that there will be an addition of 12.6% of the number of active social media users in 2021. This has an impact on e-marketing which is growing. This study aims to analyze the effect of price and social media marketing activities (SMMA) on functional value, social value, emotional value, epistemic value, and conditional value and their impact on continuous usage intention on the MySiloam application. Testing this research model using quantitative methods with PLS-SEM and data collection by purposive sampling technique. This study consisted of 162 respondents who were included because they had met the research inclusion criteria. The results showed that 11 of the 15 hypotheses had a positive and significant effect ( $p < 0.05$ ). The strongest influence based on the results of data processing is the relationship between social media marketing activities (SMMA) on functional value which indirectly has an impact on MySiloam Apps continuous usage intention. This is also reinforced by the test results through specific indirect effects. From the results of this study, it can be concluded that the role of social media as a means of product marketing is quite important, especially for creating functional values that can increase continuous usage intention through health applications. Therefore, this finding can be applied mainly in the managerial implications of hospitals to increase health applications' continuous usage intention. There are also some limitations of the study followed by suggestions for further research.*

**Keywords:** *social media marketing activities, functional value, social value, emotional value, epistemic value, conditional value, perceived value, consumption value, healthcare apps, continuous usage intention*

**Reference:** 76 (1980 - 2022)