

## ABSTRAK

Revolusi industri 4.0 saat ini semakin berkembang pesat dan meningkatnya teknologi dikalangan masyarakat sehingga mereka mulai mengadopsi penggunaan aplikasi kesehatan untuk meningkatkan perawatan kesehatan.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *perceived risk*, dan *price value* terhadap *behavioral intention* yang pada akhirnya mempengaruhi *actual usage*. Manfaat dari penelitian ini untuk menambah ilmu khususnya mengetahui seberapa besar pengaruh dari *behavioral intention* yang pada akhirnya mempengaruhi *actual usage*. Penelitian ini merupakan penelitian kausal. Dengan menggunakan metode kuantitatif dengan *software* SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan teknik *snowball sampling* kepada 140 responden dengan karakteristik responden 79 wanita dan 61 pria berumur 18-60 tahun, berdomisili di Surabaya, telah melakukan pencarian informasi terkait Halodoc, telah mengunduh mandiri Halodoc, menggunakan aplikasi Halodoc, dan masih menggunakan Halodoc.

Hasil penelitian menunjukkan bahwa *behavioral intention* berpengaruh signifikan terhadap *actual usage* dengan koefisien regresi sebesar 0,508; variabel *performance expectancy* berpengaruh signifikan terhadap *behavioral intention* sebesar 0,086; *effort expectancy* berpengaruh signifikan terhadap *behavioral intention* sebesar 0,468; *social influence* berpengaruh signifikan terhadap *behavioral intention* sebesar 0,415; *facilitating conditions* berpengaruh signifikan terhadap *behavioral intention* sebesar 0,094; *perceived risk* tidak berpengaruh signifikan terhadap *behavioral intention* sebesar -0,078; dan *price value* berpengaruh signifikan terhadap *behavioral intention* sebesar 0,567.

Kata Kunci: *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *perceived risk*, *price value*, *behavioral intention*, dan *actual usage*

## ABSTRACT

The industrial revolution 4.0 is currently growing rapidly and technology is increasing among people so that they are starting to adopt the use m-Health to improve health care.

The purpose of this study was to determine the effect of performance expectancy, effort expectancy, social influence, facilitating conditions, perceived risk, and price value on behavioral intention which ultimately affects actual usage. The benefit of this research is to increase knowledge, especially knowing how much influence behavioral intention has which ultimately affects actual usage. This research is a causal research. By using quantitative methods with SPSS 22.0 software. Data was collected by distributing questionnaires with snowball sampling technique to 140 respondents with the characteristics of 79 women and 61 men aged 18-60 years, domiciled in Surabaya, have searched for information related to Halodoc application, have downloaded Halodoc independently, used the Halodoc application, and are still using the Halodoc application.

The result showed that the variable behavioral intention had a significant effect on actual usage with a regression coefficient of 0,508; variable performance expectancy had a significant effect on behavioral intention with a regression coefficient of 0,086; effort expectancy had a significant effect on behavioral intention with a regression coefficient of 0,468; social influence had a significant effect on behavioral intention with a regression coefficient of 0.415; facilitating conditions had a significant effect on behavioral intention with a regression coefficient of 0,094; perceived risk had a significant effect on behavioral intention with a regression coefficient of 0,078; and price value had a significant effect on behavioral intention with a regression coefficient of 0,567.

Keywords: performance expectancy, effort expectancy, social influence, facilitating conditions, perceived risk, price value, behavioral intention, and actual usage