

ABSTRAK

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PENGARUH *OBJECT-BASED ATTITUDE* TERHADAP *BEHAVIOR BELIEFS* DAN *BEHAVIOR ATTITUDE* PADA PENGGUNAAN APLIKASI HALODOC

(xv + 78 halaman : 22 tabel; 6 gambar; 6 lampiran)

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi keinginan atau niat seseorang untuk menggunakan aplikasi Halodoc. Metode pengumpulan sampel yang digunakan adalah secara *purposive sampling* dimana kriteria sampel pada penelitian ini adalah para pengguna aplikasi Halodoc yang sudah berusia minimal 18 tahun. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara *online* melalui *google form*. Kuesioner yang disebarkan terdiri atas 32 pertanyaan dengan menggunakan Skala Likert 1-5. Sebanyak 101 responden terkumpul dalam penelitian ini. Hasil data yang diperoleh dianalisis secara statistik dengan metode PLS-SEM menggunakan aplikasi SmartPLS 4.0.9.1. Hasil penelitian ini menyatakan bahwa *user satisfaction* sebagai komponen *object-based attitude* mempengaruhi komponen *perceive usefulness* dan *perceived ease of use* yang termasuk sebagai komponen *behavior belief* secara signifikan. *Perceived usefulness* dan *perceived ease of use* juga mempengaruhi komponen *behavior attitude* secara signifikan. Hasil penelitian ini juga melaporkan bahwa *perceived ease of use* juga secara langsung mempengaruhi variabel *intention to use* secara signifikan tanpa melalui variabel mediasi. Namun, variabel *perceived usefulness* tidak mempengaruhi *intention to use* secara signifikan jika tidak melewati variabel mediasi *behavior attitude*.

Referensi : 39 (1988 - 2022)

Kata Kunci : Halodoc, *Object-Based Attitude*, *Behavior Belief*, *Behavior Attitude*, *User Satisfaction*, *Perceived Usefulness*, *Perceived Ease of Use*, *Intention to Use*

ABSTRACT

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THE IMPACT OF OBJECT-BASED ATTITUDE TOWARDS BEHAVIOR BELIEF AND BEHAVIOR ATTITUDE ON THE USE OF HALODOC APPLICATION

(xv + 78 pages : 22 tables; 6 figures; 6 appendices)

This research investigates factors affecting people's intention to use Halodoc application. The sample research was gathered with a purposive sampling method with inclusion criteria that people who are using Halodoc application with minimal age 18 years old. Data was collected by using a questionnaire that spread in the online platforms using Google Forms. The questionnaire consists of 32 questions using Likert Scale 1-5. There are 101 respondents participated in this study. Data collected was then statistically analyzed using PLS-SEM with SmartPLS 4.0.9.1 application. The result in this research stated that user satisfaction as the component of object-based attitude affect perceived usefulness and perceived ease as the component of behavior belief significantly. Perceived usefulness and perceived ease of use also affect behavior attitude significantly. In this research, the result also state that perceived ease of use can directly affect intention to use significantly without going through mediating variable. But, perceived usefulness not affecting intention to use significantly through direct path without using mediating variable (behavior attitude).

Reference : 39 (1988 - 2022)

Keywords : Halodoc, Object-Based Attitude, Behavior Belief, Behavior Attitude, User Satisfaction, Perceived Usefulness, Perceived Ease of Use, Intention to Use