

ABSTRAK

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“ANTESEDEN DARI *VIRTUAL ORGANIZATIONAL COMMITMENT* DAN DAMPAKNYA TERHADAP *VIRTUAL CARE PERFORMANCE* (STUDI PADA PLATFORM TELEMEDISIN XYZ DI INDONESIA)”

(xiv + 157 halaman, 22 gambar, 8 tabel, 8 lampiran)

Kehadiran telemedisin memegang peranan vital dalam sistem pelayanan kesehatan di negara berkembang, karena dapat mempermudah akses ke pelayanan kesehatan terutama di daerah terpencil. Namun, berbagai faktor dapat mempengaruhi performa dari *online medical advisor* di platform *telemedicine*. Tujuan dari penelitian ini ialah menganalisa faktor-faktor yang memengaruhi performa online medical advisor di platform telemedisin.. Variabel yang diteliti perasaan inovasi personal terhadap teknologi informasi (*personal inovativeness with IT*), keyakinan diri terhadap computer (*computer self efficacy*), kebiasaan (*habit*) dan kepemimpinan virtual (*e-leadership*). Keempat variabel ini akan dijadikan variabel independen. Variabel mediasi terdiri dari penggunaan eksploitatif terhadap teknologi *telehealth*, komitmen organisasi secara virtual (*virtual organizational commitment*) dan variabel dependennya adalah *virtual care performance* atau bisa disebut sebagai performa layanan kesehatan virtual. Penelitian ini dilakukan dengan pendekatan kuantitatif menggunakan instrumen kuesioner yang disebarakan secara *online*. Analisis data dilakukan dengan teknik multivariat menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan keempat variabel independen yang diteliti memiliki pengaruh positif terhadap *virtual organizational commitment*.

Referensi : 115 (1979-2023)

Kata Kunci : *Telemedicine; Virtual Care Performance; Virtual Organizational Commitment* Negara Berkembang

ABSTRACT

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**ANTECEDENTS OF VIRTUAL ORGANIZATIONAL COMMITMENT
AND THEIR IMPACT ON VIRTUAL CARE PERFORMANCE (A STUDY
ON THE TELEMEDICINE PLATFORM XYZ IN INDONESIA)**

(xiv + 157 pages, 8 figures, 22 tables, 8 appendices)

The presence of telemedicine plays a vital role in the healthcare system of developing countries, as it can facilitate access to healthcare services, especially in remote areas. However, various factors can influence the performance of online medical advisors on telemedicine platforms. The aim of this research is to analyze the factors affecting the performance of online medical advisors on telemedicine platforms. The variables under investigation include personal innovativeness with information technology (IT), computer self-efficacy, habits, and e-leadership. These four variables will be treated as independent variables. Mediating variables consist of exploitative use of telehealth technology, virtual organizational commitment, and the dependent variable is virtual care performance, also known as virtual healthcare service performance. This research is conducted using a quantitative approach with an online questionnaire instrument. Data analysis is performed using multivariate techniques, specifically Partial Least Square-Structural Equation Modelling (PLS-SEM). The research results indicate that all four independent variables under investigation have a positive influence on virtual organizational commitment.

References : 115(1979-2023)

Keywords : *Telemedicine; Virtual Care Performance; Virtual Organizational Commitment
Developing Countries*