

## ABSTRAK

Hansa Nurhaida (01616210002)

### “FAKTOR YANG MEMPENGARUHI NIAT PENGGUNAAN (*INTENTION TO USE*) PELAYANAN TELEKONSULTASI APLIKASI HALODOC PADA KELOMPOK LANJUT USIA”

*Telemedicine* merupakan layanan berbasis teknologi jarak jauh dalam bidang kesehatan. Salah satu layanan yang ditawarkan adalah telekonsultasi dimana dokter melakukan layanan konsultasi, pelayanan diagnostik dan tatalaksana perawatan dengan pasien, tanpa bertatap muka, salah satunya platform layanan adalah aplikasi Halodoc. Saat ini status pandemi COVID-19 telah bergeser, akibatnya aktivitas luar ruangan dan pelayanan tatap muka akan kembali menjadi opsi yang dapat dipertimbangkan oleh masyarakat Indonesia. Aplikasi teknologi kesehatan harus melakukan evaluasi dan pengembangan diri agar tidak kehilangan target pasar. Penelitian ini bertujuan untuk mengetahui hubungan antara niat penggunaan layanan telekonsultasi (*Intention to Use*) terhadap variabel *Subjective Health Status*, *Perceiver Privacy and Security*, *Performance Expectancy*, *Effort Expectancy*, *Self-efficacy* dan *social influence*. Penelitian ini dilakukan dengan kuesioner online dengan skala *likert* 1 hingga 5 melalui *gform*. Penelitian ini melibatkan 223 responden berusia 60 tahun keatas yang pernah menggunakan layanan telekonsultasi Halodoc dengan metode *purposive sampling*. Data kemudian diolah dengan menggunakan *SmartPLS* Versi 3 untuk *Windows*. Hasil yang didapatkan adalah *Perceiver Privacy and Security*, *Performance Expectancy*, *self-efficacy*, dan *social influence* berpengaruh positif terhadap *Intention to Use* layanan telekonsultasi Halodoc pada kelompok lansia di Indonesia. Didapatkan juga pengaruh positif antara *Self-efficacy* terhadap *Effort Expectancy*, *Effort Expectancy* terhadap *Performance Expectancy* serta antara *Subjective Health Status* terhadap *Perceiver Privacy and Security* dalam penggunaan telekonsultasi Halodoc di kalangan kelompok lansia Indonesia.

Kata Kunci: Niat Penggunaan, *Intention to Use*, Telemedisin, Lanjut Usia, TAM, UTAUT

## **ABSTRACT**

**Hansa Nurhaida (01616210002)**

### **“FACTORS AFFECTING THE INTENTION TO USE OF THE HALODOC TELECONSULTATION SERVICE IN ELDERLY POPULATION”**

*Telemedicine is a technology-based service in the health sector. One of the services offered is teleconsultation where doctors provide consultation services, diagnostic services and treatment management to the patients remotely. one of the platform offering teleconsultation service in Indonesia is the Halodoc. Currently, the status of the COVID-19 pandemic has shifted, as a result, outdoor activities and face-to-face medical services will becoming an options to Indonesian people society. Health technology applications must carry out self-evaluation and development to compete. This research aims to determine the relationship between the Intention to Use teleconsultation services (Intention to Use) and Subjective Health Status, perceived privacy and security, Performance Expectancy, Effort Expectancy, Self-efficacy and social influence. This research was conducted using an online g-form questionnaire with Likert scale of 1 to 5. This research involved a purposive sampling method involving 223 respondents aged 60 years and above who had used the Halodoc teleconsultation service before. Then all data was processed using the SmartPLS Version 3 for Windows. The results-- Perceiver Privacy and Security, Performance Expectancy, self-efficacy, and social influence had a positive influence on the Intention to Use Halodoc teleconsultation services in the elderly group in Indonesia. There was also a positive influence between variables: Self-efficacy with Effort Expectancy, Effort Expectancy with Performance Expectancy and Subjective Health Status with Perceiver Privacy and Security regarding the use of Halodoc teleconsultation among the Indonesian elderly group.*

*Keywords: Intention to Use, Telemedicine, Elderly, TAM, UTAUT, TAM Modified*