ABSTRAK

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PENGEMBANGAN MODEL NIAT MENGGUNAKAN APLIKASI KONSULTASI DOKTER HALODOC MENGGUNAKAN PLS-SEM
Skripsi, Fakultas Sains dan Teknologi (2019)

(xvi + 107 halaman; 25 tabel; 15 gambar; 3 persamaan; 3 lampiran)

Penelitian mengenai aplikasi konsultasi dokter belum banyak dan penelitian sebelumnya membahas profil dan preferensi pengguna aplikasi konsultasi dokter di Indonesia. Tujuan dari penelitian ini adalah untuk menguji hubungan prediktif antar konstruk mengenai niat untuk menggunakan (*intention to use*) aplikasi Halodoc dengan menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Analisis PLS-SEM dimulai dengan pengembangan konstruk dengan penyusunan model dan hipotesis mengenai faktor yang mempengaruhi niat untuk menggunakan aplikasi Halodoc. Model ini terdiri dari faktor-faktor yang mempengaruhi niat untuk menggunakan (*intention to use*) aplikasi Halodoc yaitu *perceived usefulness, perceived ease of use, graphical user interface, reliance of use,* dan *user satisfaction.* Metode analisis algoritma yang digunakan adalah skema algoritma *path*. Pengumpulan data dilakukan dengan penyebaran kuesioner *google forms* kepada pengguna aplikasi Halodoc kemudian diuji validitas dan reliabilitasnya. Setelah itu dilakukan pengolahan data demografi, tabulasi silang, *multi response* menggunakan program statistik serta pengolahan PLS-SEM. Metode *resampling* yang digunakan adalah *bootsrapping.* Diagram jalur digambar pada program SmartPLS 3.0 berdasarkan model dan hipotesis yang telah dibuat. Evaluasi model terdiri dari dua bagian yaitu evaluasi *outer model* dan evaluasi *inner model*. Pada evaluasi *outer model*, model telah memenuhi persyaratan uji validitas *convergent*, uji validitas diskriminan, dan uji reliabilitas dan dapat dilanjutkan dengan evaluasi *inner model*. Pada evaluasi *inner model,* nilai R-*square* untuk *intention to use, reliance of use* dan *user satisfaction* sebesar 67%, 73,1% dan 52,8%, sedangkan *perceived ease of use* sebesar 47,8%. Uji signifikansi menunjukkan bahwa *graphical user interface* mempengaruhi *perceived ease of use, perceived usefulness* dan *perceived ease of use* mempengaruhi *reliance of use, reliance of use* mempengaruhi *user satisfaction, user satisfaction* mempengaruhi *intention to use* secara signifikan, sedangkan hipotesa yang tidak terbukti adalah *Graphical User Interface* mempengaruhi *intention to use, perceived usefulness* mempengaruhi *intention to use, perceived ease of use* mempengaruhi *intention to use,* dan *reliance of use* mempengaruhi *intention to use.* Model dapat menjelaskan dalam tingkat *moderate*, dan terdapat 5 dari 9 hipotesis yang diterima.

Kata Kunci: Aplikasi Halodoc, Niat untuk menggunakan, PLS-SEM

Referensi: 24 (1985 - 2018)

ABSTRACT

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DEVELOPMENT OF INTENTION TO USE HALODOC APPLICATION MODEL USING PLS-SEM

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There is only a few research about the doctor's consultation application and previous research just discusses the profiles and preferences of doctors consulting applications in Indonesia. The purpose of this study was to examine the predictive relationship between constructs regarding the intention to use Halodoc application by using Partial Least Squares-Structural Equation Modeling (PLS-SEM). PLS-SEM analysis begins with the conceptualization of the model, namely the development of constructs by compiling models and hypotheses regarding the factors that influence the intention to use the Halodoc application. This model consists of factors that influence the intention to use Halodoc application, namely perceived usefulness, perceived ease of use, graphical user interface, the reliance of use, and user satisfaction. The algorithm analysis method used is the path algorithm scheme. Data collection is done by distributing google forms questionnaires to Halodoc application users and then testing for validity and reliability. Followed by demographic data analysis, cross tabulation, multi-response using the statistical program and PLS-SEM analysis. The resampling method used is bootstrapping. The path diagram is drawn on the SmartPLS 3.0 program based on the models and hypotheses that have been made. The model evaluation consists of two parts, namely the evaluation of the outer model and evaluation of the inner model. In evaluating the outer model, the model fulfils the requirements (rule of thumb) of the convergent validity test, the discriminant validity test, and the reliability test and can be continued with the evaluation of the inner model. In evaluating the inner model, the R-square value for intention to use, the reliance of use and user satisfaction was 67%, 73.1% and 52.8%, while the perceived ease of use was 47.8%. The significance test shows that graphical user interface affects perceived ease of use, perceived usefulness and perceived ease of use affect reliance of use, reliance of use affects user satisfaction, user satisfaction affects intention to use significantly, while it is not proven that graphical user interface affects intention to use, perceived usefulness affects intention to use, perceived ease of use affects the intention to use, and reliance of use affects the intention to use. The model can explain at a moderate level, and there are 5 of the 9 hypotheses accepted.

Keyword: Halodoc Application, Intention to Use, PLS-SEM

References: 24 (1985 – 2018)