

ABSTRAK

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ANTESEDEN DARI CONTINUOUS USAGE INTENTION (STUDI APLIKASI TELEMEDIS YANG MENYEDIAKAN ELECTRONIC CONTINUING MEDICAL EDUCATION BAGI DOKTER)

(xviii + 191 halaman; 22 gambar; 33 tabel; 6 lampiran)

Penelitian ini dilakukan untuk menentukan anteseden dari *continuous usage intention* dengan elemen *colleague recommendation*, *job relevance*, *result demonstrability*, *networking quality*, *perceived eCME benefit*, *application attractiveness*, *information quality*, *information presentation*, *knowledge confirmation*, *perceived usefulness*, *perceived ease of use*, dan *data privacy*. Model yang digunakan dalam penelitian ini diadopsi dari penelitian terdahulu yang kemudian diuji secara empiris pada populasi dokter yang menggunakan aplikasi telemedis Alodokter, Halodoc, D2D, dan Docquity di Indonesia. Pengumpulan data dilakukan dengan *purposive sampling* dengan jumlah responden sebanyak 248 responden. Data kemudian dianalisis dengan metode PLS-SEM. Hasil penelitian ini menunjukkan bahwa *application attractiveness*, *information quality*, *information presentation* secara signifikan mempunyai pengaruh positif terhadap *knowledge confirmation*. *Knowledge confirmation* bersamaan dengan *job relevance*, *result demonstrability*, *networking quality*, *perceived eCME benefit*, *perceived ease of use* secara signifikan memiliki pengaruh positif terhadap *perceived usefulness* dan *perceived usefulness* secara signifikan mempunyai pengaruh positif terhadap *continuous usage intention*. Model struktural penelitian ini dapat memprediksikan dengan adekuat variabel *perceived usefulness* namun tidak untuk variabel *continuous usage intention*. Temuan pada penelitian ini memiliki manfaat bagi manajerial.

Referensi : 166 (1975 - 2021)

Kata Kunci : Anteseden dari continuous usage intention, perceived usefulness, aplikasi telemedis

ABSTRAK

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ANTECEDENTS OF CONTINUOUS USAGE INTENTION (STUDY OF TELEMEDICINE APPLICATIONS THAT PROVIDE ELECTRONIC CONTINUING MEDICAL EDUCATION FOR DOCTORS)

(xviii + 191 halaman; 22 gambar; 33 tabel; 6 lampiran)

This study was conducted to determine the antecedents of continuous usage intention with elements of colleague recommendation, job relevance, result demonstrability, networking quality, perceived eCME benefit, application attractiveness, information quality, information presentation, knowledge confirmation, perceived usefulness, perceived ease of use, and data privacy. The model used in this study was adopted from previous research which was then tested empirically on a population of doctors who use the telemedicine application Alodokter, Halodoc, D2D, and Docquity in Indonesia. Data was collected by purposive sampling with a total of 248 respondents. The data were then analyzed using the PLS-SEM method. The results of this study indicate that application attractiveness, information quality, and information presentation have a significant positive effect on knowledge confirmation. Knowledge confirmation along with job relevance, result demonstrability, networking quality, perceived eCME benefit, and perceived ease of use significantly have a positive effect on perceived usefulness and perceived usefulness significantly has a positive effect on continuous usage intention. The structural model of this study can adequately predict the perceived usefulness variable but not for the continuous usage intention variable. The findings in this study have managerial benefits.

Reference : 166 (1975 - 2021)

Key Words : *Antecedent of continuous usage intention, perceived usefulness, Telemedicine applications*