

Pengaruh Perceived Usefulness, Perceived Ease of Use dan Trust terhadap Intention to Use Aplikasi Kesehatan Berbasis Online = Effects of Perceived Usefulness, Perceived Ease of Use and Trust in Intention to Use Online Based Health Applications.

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Abstrak

ABSTRAK

Berkembangnya teknologi membuat munculnya banyak mobile application salah satunya aplikasi kesehatan XYZ. Aplikasi XYZ memediasi konsultasi kesehatan dan pembelian obat sehingga dapat dilakukan secara online. Penelitian ini membahas tentang intension to use aplikasi kesehatan XYZ dengan mengadopsi Integreated Theori Trust-TAM. Penelitian ini menggunakan metode kuantitatif dengan objek penelitian Komunitas X. Dari hasil penelitian terbukti bahwa aplikasi XYZ mampu untuk membentuk kepercayaan antara dokter dan pasien tanpa harus bertemu tatap muka dalam menjalin komunikasi digital dan terdapat hubungan pengaruh antara perceived usefulness, perceived ease of use dan trust terhadap intention to use aplikasi kesehatan berbasis online XYZ. Trust menjadi faktor utama dalam penentuan intention to use.

ABSTRACT

The development of technology makes the emergence of many mobile applications, one of which is XYZ health applications. The XYZ application mediates health consultations and drugs purchases so that it can be done online. This study discusses the intention to use XYZ health applications by adopting an Integrated Theory Trust-TAM. This study uses quantitative methods with the object of research is Community X. From the results of the research, it is proven that XYZ application is able to form trust between doctors and patients without having to meet face to face in establishing digital communication and there is a relationship of influence between Perceived Usefulness, Perceived Ease of Use and Trust has an influence on intention to use XYZ online based health applications. Trust is a major factor in determining intention to use.