

RINGKASAN

Sebagaimana WHO menyatakan virus SARS-CoV-2 dapat bertransmisi dengan mudah melalui kontak langsung antar manusia, melakukan kunjungan pada layanan kesehatan publik menjadi sebuah aktivitas yang membahayakan. Akan tetapi, layanan kesehatan merupakan hal yang penting bagi banyak orang. Perkembangan teknologi telah memunculkan *telemedicine* sebagai solusi untuk menghadapi fenomena tersebut.

Penelitian ini menginvestigasi tentang adopsi teknologi *telemedicine* di Indonesia selama pandemi COVID-19. *Unified Theory of Acceptance and Use of Technology* (UTAUT) yang terdiri dari *performance expectancy*, *effort expectancy*, *social influence*, dan *facilitating conditions* sebagai variabel moderasi digunakan untuk memprediksi perilaku penggunaan *telemedicine*. Survei dilakukan terhadap 317 pengguna *telemedicine* di Indonesia. Model penelitian diuji secara empiris melalui *Partial Least Square*. Hasil penelitian menunjukkan bahwa model dapat menjelaskan R^2 42,7% varians perilaku individu dalam menggunakan *telemedicine*. Selanjutnya, penelitian ini menemukan *performance expectancy*, dan *social influence* berpengaruh positif signifikan (β 0,503 p -values<0,05; β 0,228 p -values<0,05) terhadap perilaku penggunaan *telemedicine*. Selain itu, *performance expectancy* merupakan prediktor terkuat dalam menentukan perilaku penggunaan *telemedicine*. Akan tetapi, pengaruh *effort expectancy* tidak signifikan terhadap perilaku penggunaan *telemedicine* begitu pun *facilitating conditions* ditemukan tidak memiliki efek moderasi pada perilaku penggunaan *telemedicine*. Secara keseluruhan, penelitian ini mencoba menjawab perilaku individu dalam mengadopsi *telemedicine* untuk kepentingan layanan kesehatan yang lebih baik, terutama pada saat pandemi.

Kata kunci: *telemedicine*, *unified theory of acceptance and use of technology*, *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, COVID-19.

SUMMARY

As WHO declares the SARS-CoV-2 virus is easily transmitted through human physical contact, visiting public health services during pandemic COVID-19 become dangerous. However, health service remains crucial for many people. The development of technology has revealed telemedicine as the solution to face this phenomenon.

This study investigates the adoption of telemedicine in Indonesia during pandemic COVID-19. The Unified Theory of Acceptance and Use of Technology (UTAUT) that consists of performance expectancy, effort expectancy, social influence, and facilitating conditions as moderator is used to predict the use behavior. A research survey is conducted on 317 telemedicine users in Indonesia. The research model is empirically tested through Partial Least Square. The result indicates that the model could explain R^2 42,7% variance individual behavior to use telemedicine. Further, the study finds performance expectancy and social influence positively significant (β 0.503 p -values<0.05; β 0.228 p -values<0.05) toward use behavior. Other than that, performance expectancy is the strongest predictor to determine the use behavior of telemedicine. Surprisingly, effort expectancy has no significant effect on use behavior as well as facilitation conditions is found has no moderating effect on use behavior. Altogether, the paper is trying to answer the individual use behavior to adopt telemedicine for a better health care service, especially during the pandemic.

Keywords: telemedicine, unified theory of acceptance and use of technology, performance expectancy, effort expectancy, social influence, facilitating conditions, COVID-19.