ABSTRAK

Masniarara Aziza Balfas Amril. 210110190093. 2023. Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi, Universitas Padjadjaran. Judul Penelitian "Pengaruh *Perceived Usefulness, Perceived Ease of Use, Subjective Norm* dan *Personal Innovativeness in IT* Terhadap Intensi Penggunaan Halodoc Pada Generasi Z". Dr. Nindi Aristi, M.Comn selaku dosen pembimbing utama dan Ikhsan Fuady, S.P., M.Si. selaku dosen pembimbing pendamping.

MHealth merupakan perkembangan teknologi di bidang media informasi layanan kesehatan. Pandemi Covid-19 menjadikan Halodoc, salah satu *mHealth* yang membantu masyarakat dalam hal perawatan dan komunikasi. Namun, Indonesia sebagai negara berkembang masih terkendala dari segi adopsi serta infrastruktur teknologi. Dengan demikian, penting untuk dilakukan penelitian terkait faktor yang berpengaruh terhadap intensi penggunaan Halodoc.

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Usefulness, Perceived Ease of Use, Subjective Norm,* dan *Personal Innovativeness in IT* terhadap Intensi Generasi Z di Jawa Barat dalam menggunakan Halodoc sebagai media teknologi informasi layanan kesehatan. Landasan teori penelitian ini menggunakan *Technology Acceptance Model* (TAM) dan menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan dengan cara penyebaran kuesioner kepada 408 responden. Data penelitian dianalisis menggunakan analisis regresi.

Hasil penelitian menemukan bahwa terdapat pengaruh dari *Perceived Usefulness, Perceived Ease of Use, Subjective Norm*, *Personal Innovativeness in IT* secara parsial terhadap intensi generasi Z di Jawa Barat dalam menggunakan Halodoc sebagai media teknologi informasi layanan kesehatan. Ditemukan bahwa *Perceived Usefulness* merupakan prediktor paling dominan yang mempengaruhi Intensi Penggunaan Halodoc. Untuk itu, dalam mengembangkan aplikasi kesehatan, baiknya Halodoc lebih mempertimbangkan aspek kebermanfaatan dari teknologi, sehingga dapat meningkatkan intensi pengguna dalam menggunakan aplikasi tersebut.

Kata Kunci : *Technology Acceptance Model*, *Perceived Usefulness, Perceived Ease of Use, Subjective Norm, Personal Innovativeness in IT, Intensi Penggunaan, Halodoc*

ABSTRACT

Masniarara Aziza Balfas Amril. 210110190093. 2023. Communication Studies Program, Faculty of Communication Sciences, Padjadjaran University. Research title "The Influence of Perceived Usefulness, Perceived Ease of Use, Subjective Norm and Personal Innovativeness in IT on Intention to Use Halodoc in Generation Z". Dr. Nindi Aristi, M.Comn as the main supervisor and Ikhsan Fuady, S.P., M.Si. as a companion supervisor.

MHealth is a technological development in the field of health service information media. The Covid-19 pandemic has made Halodoc one of mHealth, which helps the community regarding health service and communication. However, as a developing country, Indonesia is still constrained in terms of technology adoption and infrastructure. Thus, it is important to conduct research related to factors that influence the intention to use Halodoc.

This study aims to determine the effect of Perceived Usefulness, Perceived Ease of Use, Subjective Norm, and Personal Innovativeness in IT on The Intentions of Generation Z in West Java in using Halodoc as a health service information technology media. This research's theoretical basis and framework use the Technology Acceptance Model (TAM). This study used a quantitative approach with a survey method, and data collection was carried out by distributing questionnaires to 408 respondents. The research data were analyzed using regression analysis.

The results of this study found that there was a partial influence of Perceived Usefulness, Perceived Ease of Use, Subjective Norm, and Personal Innovativeness in IT on the intention of generation Z in West Java to use Halodoc as a health service information technology medium. It was found that Perceived Usefulness was the most dominant predictor that influenced Intention to Use Halodoc. For this reason, in developing health applications, it is better if Halodoc considers the usability aspects of technology to increase user intentions in using the application.

Keywords : Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Subjective Norm, Personal Innovativeness in IT, Intention to Use, Halodoc.