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# Analysis of the Influence of Perceived Usefulness, Perceived Ease of Use and Attitude Toward Using Technology on Actual to Use Halodoc Application Using the Technology Acceptance Model (TAM) Method Approach

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***Abstract*****—** *The halodoc application is an information system that is used by the community to meet the needs of health services such as teleconsultation, buying drugs online, making appointments at the hospital, submitting lab tests that can be done anytime and anywhere. The features provided by the Halodoc application were created to provide convenience for the public to be able to easily access health services. Through this research, an analysis of the acceptance of the Halodoc application was carried out using the Technology Acceptance Model (TAM) method approach with the measurement variables used, namely Perceived Usefulness (usability), Perceived Easy of Use (Attitude), Attitude Toward Using Technology (attitude), Actual to Use. (actual use). The results of research conducted using linear regression testing stated that partially the Perception Ease of Use variable (effect) had no effect on Attitudes towards Technology Use (attitude), Perceptions of Ease of Use (influenced) had a positive effect on Attitudes Toward Technology Use (attitude), then Simultaneously, Perceptions of Usefulness (Benefits) and Perceptions of Ease of Use have a positive effect on Attitudes Toward Use of Technology (attitudes), and Attitudes towards Using Technology partially have a positive effect on Actual Use (actual use).*

***Keywords*****—** *Halodoc Application, Perceived Usefulness, Perceived Easy of Use Technology, Actual To Use, Technology Acceptance Model.*

## I. INTRODUCTION

Halodoc is a company engaged in the health sector, founded by Jonathan Sudharta and the Halodoc application was released in 2016. Tujaun was founded by Halodoc, which is to deal with personalities that occur in access to health services in Indonesia. Problems related to patients when they are about to carry out health checks or buy drugs, namely the time spent, starting from the registration process, queuing for a consultation with a doctor, then when going to redeem the medicine according to the prescription, the patient needs to queue. Based on the existing problems, a health application was created that made it easier for people to access health easily and could shorten time.

The Halodoc application is a health application that facilitates interaction between doctors and patients. Through the Halodoc application, patients can consult via chat and video calls to convey their illness. After consulting, the doctor will make a diagnosis according to the patient's needs, then the doctor can prescribe according to the patient's needs. After getting a prescription from a doctor, patients can order medicine through the Halodoc application and after making a payment, the drug will be sent by Halodoc's partner, Go-Jek. The Halodoc application can also help users to carry out laboratory checks, users can register through the Halodoc application, then the officer will come to the house to conduct an examination and the results of the examination can be seen on the Halodoc application. Apart from health services, Halodoc also provides insurance services and collaborates with Cigna as an insurance service provider.

Ease of accessing health services through the Halodoc application is a solution for people who have a busy schedule or during the Covid-19 pandemic conditions which make people reduce their activities outside the home to avoid spreading the virus. Through the Halodoc application, people can access health services anywhere and anytime. Based on the ease of access to health services found in the Halodoc application, it is necessary to analyze the acceptance of the Halodoc application for users to find out behavior when using the Halodoc application which then from the results of the analysis can be used as an evaluation of the Halodoc application to continue to develop existing features so as to increase user comfort.

The process of analyzing application acceptance to be carried out uses the Technology Acceptance Model (TAM) method. TAM was first introduced by Fred Davis in 1986. TAM is a model to understand the factors that influence the acceptance of the use of computer technology. The purpose of the TAM method is to explain and estimate user acceptance of information system technology.

## II. THEORITICAL BASIC

### *A. Technology Acceptance Model*

The Technology Acceptance Model (TAM) is a theory about the use of information technology systems which is considered very influential and is generally used to explain individual acceptance of the use of information technology systems (Jogiyanto, 2008: 111). The first TAM was developed



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by Davis (1985) based on the Theory of Reasoned Action (TRA) model (Saras, 2016). The most important advantage of TAM is that TAM is a parsimony model, which is a simple but valid model. In addition, TAM has also been tested with many studies, the results of which are TAM is a good model, especially when compared to the TRA and TPB models (Saras, 2016).

In the TAM method, user acceptance in the use of information systems is influenced by two variables, namely perceived usefulness and perceived ease of use (Saras, 2016). The two constructs are the most striking differences that exist in TAM when compared to TRA and TPB (Saras, 2016). In addition, in TAM there are also no subjective norm variables (subjective norm) and perceived behavioral control. Another construct in TAM is the same as TRA, only because it is more devoted to the use of technology, so the term adjusts (Saras, 2016).

### *B. Halodoc Application*

Halodoc is a technology company engaged in digital health services. Halodoc company was founded in 2016 in Jakarta by Jonathan Sudharta. The product created is an application called Halodoc which is used to facilitate health needs such as medical teleconsultation with doctors, purchasing drugs online, making appointments with doctors, and laboratory examinations. All the features in the application can be accessed via a smartphone anywhere and anytime, it is felt that it will make it easier for people to meet health-related needs, this is in line with the goal of the Halodoc company, which is to facilitate access to health for all Indonesian people. In accordance with the tagline owned by the Halodoc company, namely "Simplifying Healthcare".

The Halodoc application can be downloaded for free on Google Play and the AppStore, thus making it easier for people to download the Halodoc application. When registering an account on the Halodoc application, users can access all the features that have been provided. One of the features provided is searching for doctors online, then users can consult about the health conditions they are experiencing, the doctor will make a diagnosis of the symptoms that the user has submitted and prescribe drugs according to user needs. In addition to online consultations, users can also purchase drugs online on the Halodoc application according to the doctor's prescription that has been given. After making a payment by transfer, the drug order will be delivered to the specified address.

## III. RESEARCH METHODS

### *A. Sampling Techniques*

The sampling technique used in this research is Non-Probability Sampling, precisely using purposive sampling technique. Non - Probability Sampling is a technique used for sampling where each member of the population does not have the same opportunity or opportunity as the sample (Noor, 2011: 154 in (Aulia Hanifa, 2017: 37) and Purposive Sampling is a technique used in sampling that based on criteria (Aulia Hanifa, 2017: 37).

### *B. Data Collection Technique*

The data collection method used is a questionnaire as a data collection tool. The questionnaire is a list of questions made by researchers for a specific purpose that allows the analyzer to collect data about the knowledge, attitudes, beliefs, behavior, and main characteristics of people in the organization as well as the opinions of selected respondents (Yeni Oktapiani, et al, 2020). In making the research questionnaire, it must refer to the research variable theory (Leo Chandra, 2018: 3). The questionnaire used in the study is a closed questionnaire. The closed questionnaire is a questionnaire that contains a list of questions that the research has provided answers to (Syamsul Naiem & Muh, 2019: 28).
In this study, researchers will ask respondents to fill out a questionnaire that will be distributed through social media. Respondents will be asked to fill out a questionnaire in the form of a google form. On the questionnaire form, respondents will be asked to fill in general personal data and then asked to answer from a list of questions raised in the questionnaire. This study uses a Likert scale to determine the level of answers to agree from respondents to the questions asked. The rating scale is 1 - 5, with alternative answers, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), Strongly Disagree (STS). Respondents in this study were users of the Halodoc application in Jakarta.

### *C. Data Source*

Sources of data used in this study are data obtained from sources or respondents. The data used in this research is primary data. Primary data is a source of research data obtained by researchers directly from original data sources or obtained without going through intermediaries (Sangadji & Sopiah, 2013: 301 in Aulia Hanifa, 2017: 37). Primary data in this study were obtained from questionnaires that have been distributed via google form to users of the Halodoc application. Data collection was carried out to determine the relationship between Perceived Usefulness, Perceived Easy of Use, Attitude Toward Using Technology, and Actual to Use variables.

### *D. Research Instrument*

The research instrument is a measuring tool for obtaining or collecting data in order to solve problems in research to achieve the goals or conclusions of the research carried out. If the data obtained is inaccurate, then the decision is not right. The research instrument is a measuring tool, which is used to state the amount or presentation as well as the lack of data that has been collected in quantitative or qualitative form (Ninit Alfianika, 2018). In this study, the research instrument used was a questionnaire containing a set of questions related to the variables used and then distributed via google form and filled in by respondents. The questionnaire is used as a measuring tool, therefore the questionnaire must be valid. To find out that the questionnaire used is valid, it is necessary to test the validity and reliability of the questions on the questionnaire.

*a. Validity test*

The validity test is evidence of instruments, techniques and



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processes in measuring a concept so that it can actually measure a concept as intended (Aulia Hanifa, 2017: 46). The validity test aims to determine whether or not a question in the questionnaire used in the study is valid or not. The questions on the questionnaire will be considered valid if the results rcount> rtable.

*b. Reliability test*

The reliability test is a measurement that shows the extent to which the measurements were made without bias (error free - error free). Reliability test aims to determine the consistency of respondents' answers to the question items contained in the questionnaire. The reliability test will be carried out after completing the validity test because only valid question items will be tested for reliability. To measure reliability using Alpha Cronbach statistics (Aulia Hanifa, 2017: 46).

### *E. Data Analysis*

Data analysis is a process for processing data obtained from the results of distributing questionnaires which are then analyzed to achieve goals or provide a collection of research carried out. Processed data will produce meaningful information and can then be used as a reference in decision making. The method of analysis used in this research is using quantitative methods. The purpose of data analysis is to produce conclusions from the data that has been obtained. In the analysis process, data will be classified using certain tables. This is to facilitate the analysis process using the Statistical Program for Social Sciences (SPSS) application. SPSS is a software used to process and analyze statistical data used to research the social sciences, SPSS is very flexible so that it can be used in almost all fields of science such as economics, science, engineering, etc. (Rinda and Elsy, 2017: 92). SPSS can assist in processing hypothesis testing data for various tests and analyzes in statistics, such as validation tests, reliability tests, classical assumption tests, etc. (Sherly & Isharijadi, 2013: 6).

In this study, data analysis will be carried out by carrying out several tests such as classical assumption test, multiple linear regression analysis, model accuracy test, and hypothesis testing.

## IV. RESULT

### *A. Validity Test*

Validity testing is a test that is carried out by comparing the results of rcount with rtable. If the rcount value is greater than the rtable value, the item is said to be valid and if the rcount value is smaller than the rtable value, the item is declared invalid.

Table 1 shows the results of the validity testing that has been done. The results of the rcount value were compared with rtabel. The r-table value is obtained from the r-table distribution with a significant level of 0.05 with a two-sided test with the number of data (n) = 100 or df (n-2) or (100-2) = 98, the r table value is 0.1966. Based on the tests that have been carried out, all the rcount values of the indicators on the variable perceived usefulness, perceived easy of use, attitude toward using technology (attitudes), and actual to use (actual use) are greater than the r table value, namely 0.1966. So it can be stated that all the research instruments are valid.

TABLE 1. Results of the Research Instrument Validity Test

| Instrumen | Indikator | $r_{hitung}$ | $r_{tabel}$ | Keterangan |
|---|---|---|---|---|
| *Perceived Usefulness* (Kegunaan) | PU1 | 0.875 | 0.1966 | Valid |
| | PU2 | 0.902 | 0.1966 | Valid |
| | PU3 | 0.882 | 0.1966 | Valid |
| | PU4 | 0.803 | 0.1966 | Valid |
| *Perceived Easy Of Use* (Kemudahan) | PEU1 | 0.843 | 0.1966 | Valid |
| | PEU2 | 0.765 | 0.1966 | Valid |
| | PEU3 | 0.816 | 0.1966 | Valid |
| | PEU4 | 0.886 | 0.1966 | Valid |
| *Attitude Toward Using Technology* (Sikap) | ATUT1 | 0.861 | 0.1966 | Valid |
| | ATUT2 | 0.872 | 0.1966 | Valid |
| | ATUT3 | 0.869 | 0.1966 | Valid |
| | ATUT4 | 0.875 | 0.1966 | Valid |
| *Actual to Use* (Penggunaan sesungguhnya) | AUT1 | 0.782 | 0.1966 | Valid |
| | AUT2 | 0.754 | 0.1966 | Valid |
| | AUT3 | 0.895 | 0.1966 | Valid |
| | AUT4 | 0.831 | 0.1966 | Valid |

### *B. Reliability Test*

TABLE 2. Results of the Research Instrument Reliability Test

| Variabel | Nilai Alpha Cronbach | Keterangan |
|---|---|---|
| *Perceived Usefulness* (Kegunaan) | 0.887 | Reliabel |
| *Perceived Easy Of Use* (Kemudahan) | 0.847 | Reliabel |
| *Attitude Toward Using Technology* (Sikap) | 0.890 | Reliabel |
| *Actual to Use* (Penggunaan sesungguhnya) | 0.822 | Reliabel |

Table 2 shows the reliability test results of the variable perceived usefulness, perceived easy of use, attitude toward using technology (attitude), actual to use (real use). Based on the results of reliability testing of all variables used in this study, the Cronbach Alpha value is> 0.6. So it can be concluded that all instruments in this study are reliable.

### *C. Normality Test*

The normality test aims to determine whether the data used in research is normally distributed or not. This normality test is an important requirement in parametric research such as person correlation, because the data used must be normally distributed (Jemi Plantino, 2016).

a. The normality test of the variable perceived usefulness, perceived easy of use, against attitude toward using technology (attitudes).

Based on the test results using the residual value, the Asmp Sig value was obtained. (2-tailed) which is 0.167. Data can be said to be normally distributed if the Asymp value. Sig. (2-tailed) is greater than> 0.05. So it can be concluded that the residual value of the variable perceived usefulness, perceived easy of use, towards attitude toward using technology (attitudes) is normally distributed.



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b. Attitude toward using technology variable normality test (attitude) towards actual to use (actual use).

Based on the test results using the residual value, the Asmp Sig value was obtained. (2-tailed) which is 0.070. Data can be said to be normally distributed if the Asymp value. Sig. (2-tailed) is greater than> 0.05. So it can be concluded that the residual value of the attitude toward using technology (attitude) toward actual to use (actual use) is normally distributed.

### *D. Multicollinearity Testing*

Multicollinearity test using tolerance and VIF methods. Based on the classical assumption requirements of linear regression, a good linear regression model is one that is free from multicollinearity. To find out whether there are multicollinearity symptoms or not, that is, if the tolerance value is> 0.100 and the VIF value is <10.00.

a. Multicollinearity test for perceived usefulness, perceived easy of use for attitude toward using technology (attitude).

Based on the multicollierity test that has been carried out on the variable perceived usefulness, perceived easy of use (ease) towards attitude toward using technology (attitudes, values for tolerance and VIF values on the independent variable, namely tolerance 0.372 and VIF value 2.689. multicollinearity can be concluded that there are no symptoms of multicollinearity.

b. Multicollinearity test of attitude toward using technology (attitude) toward actual to use (real use).

Based on the multicollierity test that has been carried out on the attitude toward using technology (attitudes) toward actual to use, the values for tolerance and VIF values on the independent variable are tolerance 1,000 and VIF value 1,000. So based on the multicollinearity test it can be concluded that there are no multicollinearity symptoms.

### *E. Heteroscedasticity Test*

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from one residual to another observation remains, it is called homoscedasticity and if it is different it is called heteriskedasticity. Based on the good terms of the classical linear regression assumption, there is no heterkedasticity (Jemi, 2016). Symptoms of heteroscedasticity do not occur if there is no clear pattern (wavy, widened, narrowed) in the scatterplots image, and the dots spread above and below the number 0 on the Y axis.

a. Heteroscedasticity test of the variable perceived usefulness, perceived easy of use to attitude toward using technology (attitudes).

In Figure 1 the Scatterplot Graph (1) can be seen the results of the heteroscedasticity test showing the distribution of scattered dots and not forming a certain pattern such as wavy, widened or narrowed. Then the dots spread above and below the number 0 on the Y axis. So based on the results of the regression testing that has been done, it can be concluded that there is no heteroscedasticity symptom.

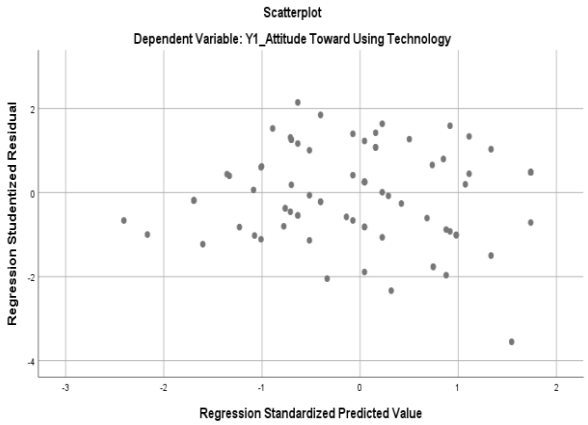


Fig. 1. Scatterplot Graph (1)

b. Attitude toward using technology heteroscedasticity test (attitude) towards actual to use (real use).

In Figure 2, the Scatterplot Graph (2) can be seen the results of the heteroscedasticity test which show the distribution of scattered points and do not form a certain pattern such as wavy, widened or narrowed. Then the dots spread above and below the number 0 on the Y axis. So based on the results of the regression testing that has been done, it can be concluded that there is no heteroscedasticity symptom.

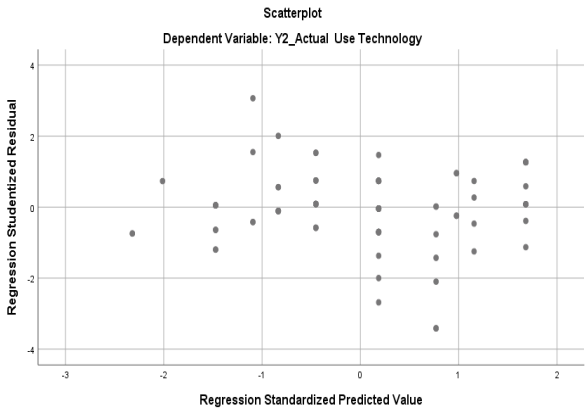


Fig. 2. Scatterplot Graph (2)

### *F. Multiple Linear Regression Analysis*

Multiple linear regression analysis was conducted to determine the effect of two or more independent variables on the dependent variable which is displayed in the form of linear regression test. Multiple linear regression test, is a test that is used if the independent variables amount to two or more. Meanwhile, a simple linear test is used if one independent variable is included in the regression model. In multiple linear regression testing, the independent variables used are perceived usefulness and perceived easy of use technology. The discussion of the results of multiple linear regression is as follows:

$$Y = 1.158 + 0.180X1 + 0.727X2$$

The following is an explanation of the equation:

1. A constant of 1.158, meaning that if the variable perceived usefulness and perceived easy of use have a value of -0, then the attitude toward using technology variable is 1.158.



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2. The variable regression coefficient for perceived usefulness is 0.180, meaning that if the variable perceived usefulness increases by one unit, the attitude toward using technology variable will increase by 0.180 units, assuming other independent variables have a fixed value.
3. The variable regression coefficient for perceived usefulness is 0.727, meaning that if the variable perceived easy of use increases by one unit, then the attitude toward using technology variable will increase by 0.727 units, assuming other independent variables have a fixed value.

### *G. F Test*

The F test is carried out to determine whether the independent variables jointly influence or not on the dependent variable. F test is done by comparing the value of fcount> ftabel, the test is carried out simultaneously with the independent variable on the dependent variable

a. The F test for the variable of perceived usefulness, perceived easy of use, against attitude toward using technology (attitude).

In the F test of the variable perceived usefulness (usefulness), perceived easy of use (ease) to the attitude toward using technology (attitude) the value of the distribution of the table used is (2; 98) = 3.09.

The test results show that the value of fcount is 88.404, where when compared with the value of fcount, the result is fcount> ftable (88.404> 3.09). Based on these results, it can be concluded that the independent variables simultaneously affect the dependent variable. The simultaneous contribution of the influence of the independent variable on the dependent variable can be seen from the coefficient of determination. In testing using SPSS, the coefficient of determination is 0.646.

Coefficient of Determination = R2 x 100%
Where:
The coefficient of determination = 0.646 x 100%
Coefficient of Determination = 64.6%

So it can be concluded that the coefficient of determination of the independent variable perceived usefulness and perceived easy of use against the dependent variable attitide toward using technology (attitude) is 64.6%.

b. Attitude toward using technology variable normality test (attitude) towards actual to use (actual use).

In the F test, the attitude toward using technology variable (attitude) towards actual to use (real use), the value of the distribution of the table used is (1; 99) = 3.94.

The test results obtained the fcount value of 149,762 where when compared with the value of fcount, the result of fcount> ftable (149,762> 3.94). Based on these results, it can be concluded that the independent variables simultaneously affect the dependent variable. The simultaneous contribution of the influence of the independent variable on the dependent variable can be seen from the coefficient of determination. In testing using SPSS, the coefficient of determination was 0.604.

Coefficient of Determination = R2 x 100%
Where:
The coefficient of determination = 0.604 x 100%
Coefficient of Determination = 60.4%

So it can be concluded that the coefficient of determination of the independent variable attitide toward using technology (attitude) to the dependent variable actual to use (actual use) is 60.4%.

### *H. T Test*

The t test is carried out by comparing the value of tcount> ttable, it means that the independent variable partially affects the dependent variable

a. Effect of Perceived usefulness on attitude toward using technology (attitude).

Partial t test is done by comparing tcount> ttable. In this test the value of the t-table distribution value used to determine the effect of perceived usefulness on attitude toward using technology (attitude), namely (0.025; 97) = 1.98472. Then the test was carried out using the SPSS application to find the t-count value and the value was 1.823. Based on the provisions of tcount> ttable comparison, the results obtained from the tcount value are 1.823 <1.98472, it can be concluded that the perceived usefulness variable has no effect on the attitude toward using technology (attitude) and based on the results of the comparison it is stated that H0 is accepted and H1 is rejected. .

b. Effect of perceived easy of use (ease) on attitude toward using technology (attitude).

Partial t test is done by comparing tcount> ttable. In this test, the value of the t-table distribution value used to determine the effect of perceived of use on attitude toward using technology (attitude) is (0.025; 97) = 1.98472. Then the test was carried out using the SPSS application to find the tcount and the value was 6,588. Based on the terms of comparison tcount> ttable (6.588> 1.98472), it can be concluded that the Perceived easy of use variable has a positive effect on the attitude toward using Technology (attitude) and based on the results of the comparison it is stated that H0 is rejected and H1 is accepted.

c. Effect of attitude toward using technology (attitude) on actual to use (actual use).

Partial t test is done by comparing tcount> ttable. In this test, the value of the t-table distribution value used to determine the effect of attitude toward using technology (attitude) on actual to use (0.025; 98) = 1.98447. Then the test was carried out using the SPSS application to find the tcount and the value was 12.238. Based on the terms of comparison tcount> ttable (12.238> 1.98472), it can be concluded that the attitude toward using technology (attitudes) has a positive effect on actual to use (real use) and based on the results of the comparison it is stated that H0 is rejected and H1 is accepted.

## V. CONCLUSION

Based on the results of data processing that has been done using the SPSS application, the results are:

1. Testing the variable perceived usefulness (usefulness) against attitude toward using technology (attitude), partially gives tcount of 1,823. Then a comparison is made with the t-table distribution value of 1.98472. Based on the test results, the value of t count <t table, it is concluded that the variable perceived usefulness has no effect on attitude toward using



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technology (attitudes) and it is stated that H0 is accepted and H1 is rejected.

2. Testing the variable variables perceived easy of use technology (ease) to attitude toward using technology (attitude), partially gives tcount of 6,588. Then a comparison is made with the t-table distribution value of 1.98472. Based on the test results, the value of tcount> ttable, it is concluded that the variable perceived usefulness has a positive influence on attitude toward using technology (attitudes) and it is stated that H0 is rejected and H1 is accepted.

3. Testing the variable perceived usefulness and perceived easy of use technology to the attitude toward using technology simultaneously gives a count of 88,404. Then a comparison is made with the value of the fable distribution of 3.09. Based on the test results, the value of fcount> ftabel, it is concluded that the variables perceived usefulness and perceived easy of use technology simultaneously have an influence on attitude toward using technology (attitudes) and it is stated that H0 is rejected and H1 is accepted. The coefficient of determination is 64.6%.

4. Testing the attitude toward using technology (attitudes) toward actual to use (real use), gives tcount of 12,238. Then a comparison is made with the t-table distribution value of 1.98447. Based on the test results, the value of t count> t table, it is concluded that the variable attitude toward using technology (attitude) has a positive effect on actual to use (real use) and it is stated that H0 is rejected and H1 is accepted.

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