

Importance of Performance Expectancy, Effort Expectancy, Social Influence on Behavioral Intention and Actual Usage e-Healthcare Application in Indonesia

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Importance of Performance Expectancy, Effort Expectancy, Social Influence on Behavioral Intention and Actual Usage e-Healthcare Application in Indonesia

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Abstract : e-Healthcare has become one of the most relevant IoT devices that have an impact on the economy and social impact (Martinez-Caro et al., 2018). Remote monitoring of patients and detecting errors during exercise is the reach of e-Healthcare. Recent e-Healthcare requirements lead to the most efficient form of medical service that can be provided to people away from hospitals and reduce the burden on hospitals. One of e-Healthcare that already establish in Indonesia is Alodokter. It is important for Alodokter as one of the largest digital products in Indonesia in maintaining and increasing the actual usage of customers in using the digital health in order to lead the market in the midst of increasingly fierce competition. Primary and secondary data are used in this research, the questionnaires are distributed to Alodokter Customers in East Java, Data is measured by validity and reliability test. The sampling method used in this study is non-probability sampling method, specifically snowball sampling. The data is analyzed using SPSS 25.0, the research model is tested using normality, heteroscedasticity, multicollinearity and linearity test. The data also tested with multiple linear regression and coefficient of determination test, and hypothesis test are done with F-Test and T-Test.

The purpose of this study is to evaluate between Performance Expectancy, Effort Expectancy and Social Influence has the greatest influence on Behavioral Intention and Actual Usage of Alodokter in East Java. Also, Behavioral Intention of Alodokter in East Java is having significant influence towards Actual Usage of Alodokter in East Java both partially and simultaneously. This result is important for marketing strategy and also human resource management to improve the strategies in order to increase behavioral intention of the product.

Terms – Performance Expectancy, Effort Expectancy, Social Influence, Behavioral Intention, Actual Usage

INTRODUCTION

Health technology in the Healthcare 4.0 era is in the form of e-Healthcare devices along with sustainable health care features and it is predicted that their use will increase rapidly. Su et al., (2011) stated that e-Healthcare and medical services from home and in hospitals have become "early bird applications of the Internet of Things" or IoT applications that move productively. e-Healthcare has become one of the most relevant IoT devices that have an impact on the economy and social impact (Martinez-Caro et al., 2018). Remote monitoring of patients and detecting errors during exercise is the reach of e-Healthcare. Recent e-Healthcare requirements lead to the most efficient form of medical service that can be provided to people away from hospitals and reduce the burden on hospitals. The public also gets the convenience of health services because aspects of mobile device technology in e-Health, namely M-Health, can reach areas as well as health practitioners that were previously limited. With adequate technology, the development of M-Health is increasing and acts as a technology that supports remote diagnosis, surveillance, telemedicine, and other health information. Hoque and Sorwar (2017) determined that M-Health could save time, reduce costs, provide better access, increase interactions between patients and nurses or patients with doctors, and provide a means of sending messages about better health and also fast.

According to Wiryana (2019), various applications to support healthcare services and facilities have been launched in various parties, from the Ministry of Health (Ministry of Health) to companies that are just starting out or startups in the health sector. Bestenny et al., (2020) stated that based on the McKinsey and Company survey in 2020, 76% of people were encouraged to use M-Health in the future compared to the survey in 2019 the number of public interest in M-Health was only 11 %. Seeing the state of the COVID-19 pandemic in Indonesia can also support people's interest in using M-Health to increase rapidly. DSRResearch or Daily Social Research (2019) stated one of the results of the research on the use of the M-Health application in Jakarta that the Top of mind M-Health chosen by 600 respondents was occupied by Alodokter as many as 57.7% of respondents, 28.5% of respondents chose Alodokter, 10.5% chose Klikdokter, 8.3% M-Health e JKN, Tanyadok.com 7.3%, K24.klik 7.0% equal to Dokter.id, 5.3% go-med, 5.2% Mediv, and the last Kolbe Store at 4.7%. The results of this research prove that the top of mind M-Health application in Jakarta is Alodokter. Alodokter, a health service supported by Gojek as one of its investors, comes with a GoMed menu and a teleconsultation card that can be accessed from one of the most popular applications in Indonesia (dailysocial.id, downloaded on March 2, 2022).

Alodokter is the most popular eHealth application in Indonesia. Alodokter has the teleconsultation features with doctors, online drug purchases and check-ups at the health lab. In addition to display teleconsultation services, these application and sites also have information on health in the form of articles, videos or questions and answer forums. A person who is in one country can make purchases of goods located in another country easily. Online marketing makes a shopping easier, without wasting time and an effort, because this convenience makes online marketing more attractive.

Covid-19 pandemic not only bring chaos to society, but also there is at least a positive thing that every aspect of lives is accelerated for the digital transformation including education where virtual learning has become trends, business operations that companies have to adapt with remote working culture, massive growth on internet adoption and digital e-health (<https://graduate.binus.ac.id>, retrieved in 11 2021, December 10).

The importance of actual usage is as a system tool that facilitate use and productivity, which is reflected in the real conditions in its use. Form of measurement of use of weapons (actual use) is the frequency and duration of use of Information Technology (Rahmawati and Narsa, 2012). Actual technology use is measured by the amount of time spent interacting with the technology and the frequency of use.

Behavioral intention is a behaviour or an attitude of customers who have a desire to use services continuously. Behavioral intention is the level of person's intention to do a specific behavior (Rocha, et.al, 2021). Information technology users are increasingly aware of ease, for that Alodokter present to maintain health and facilitate the e-health process both from doctors, drugs and insurance and health tips for Alodokter customers. This is what triggered the increased interest of Alodokter customers. Alodokter was appointed by the Ministry of Health as one of the telemedicine platforms that participated in the free drug Provision program for COVID-19 patients. This service has only reached self-isolation patients in the Jakarta area (<https://www.idntimes.com/>).

Definition of performance expectancy is using a system will provide benefits for an individual (Khairiyah, 2017). In this section, customers will begin to analyze the benefits that can be obtained by using the Alodokter application. Among them, the convenience offered, the solutions of Alodokter obtained by consulting, costs that must be incurred, and how the feedback Alodokter gets from the costs incurred. The more the customer has high performance expectancy, effort expectancy and social influence the use of online marketing, the behavioral intention and actual usage will also be higher (Putri and Mahadian, 2021).

Effort expectancy is the degree of ease which is connected with the system used (Odumuyiwa, et.al, 2018). Alodokter application is present as a way to make it easier for people to access health services and be able to receive the necessary medical assistance safely (<http://theasianparent.com/aplikasiAlodokter>, retrieved in 2022, April 2022). Effort expectation is related to the level of ease that consumers feel when using the application in conducting online transactions, it is related to using the system is very easy to understand and without having certain skills used to operate the application (Venkatesh & Morris, 2017). The acceleration of technology adoption and increasing health literacy is also evident from the enthusiasm of the community in accessing health articles in Alodokter where readers grow by 250% in 2021 when compared to before the pandemic period (<http://antaranews.com>).

Social influence is a degree when individual is influenced by others in adoption of an innovation (Odumuyiwa, et.al, 2018). Innovation strategy Alodokter in providing optimal services in the field of e-health won the trust of the community and then work together on hospitals, clinics, midwives, insurance and so on in an effort to complete the facilities offered to users.

From the study above it can be seen that actual usage is really important in e-healthy application. So, this study purpose to research the effect of Performance Expectancy, Effort Expectancy and Social Influence towards Behavioral Intention and Actual Usage of Alodokter Customer in East Java, Indonesia.

LITERATURE REVIEW

2.1 Performance Expectancy

Performance expectancy is the perception of one individual to the improvement of outcome after the adoption of a new application or technology (Odumuyiwa, et.al, 2018). Performance expectancy is expectancy that a person expect that he will have benefits by using a technology (Khan and Ullah, 2021). Performance expectancy will also affect the behavior and behavior intention of customers (Pasaribu, et.al, 2021). Supported also by the finding by Arfi, et.al (2020) who found that Performance expectancy has positive impacts to e-healthcare usage intention. Drawing from previous research, the following hypotheses is proposed:

H₁: Performance Expectancy has a positive significant effect on Behavioral Intention

2.2 Effort Expectancy

Effort expectancy is the degree of ease which relates to the system used (Odumuyiwa, et.al, 2018). The next expectation from consumers that affects behavior and behavioral intention is the minimum effort in doing something or a buying and selling transaction or referred to as effort expectancy. Regarding contemporary marketing, consumers have the hope that the effort and energy that must be put in, the expectations are as small as possible but with the same or even greater impact (Pasaribu, 2021). The next expectation from customers that affects behavior and behavioral intention is the minimum effort in doing something or a buying and selling transaction, or referred to as effort expectancy (Pasaribu, et.al, 2021). Supported also by the finding by Sair and Danish (2018) who found that there is a relationship of effort expectancy to behavioral intention. From these statements, we can make hypotheses that:

H₂: Effort Expectancy has a positive significant effect on Behavioral Intention

2.3 Social Influence

Social influence is a degree when individual is influenced by others in adoption of an innovation (Odumuyiwa, et.al, 2018). Social influence is the influence caused by other people, be it celebrities, endorsers, public figures, or anyone who is admired so that it influences in determining a decision to make a transaction (Pasaribu, et.al, 2021). Social influence includes pressure from social environment to someone to use a technology or application (Khan and Ullah, 2021). Sometimes the admiration factor for someone has an influence in determining transactions due to advertising or personal use or testimonials that make customers change their minds. Thus, social influence is a factor that influences behavioral intention so that it has implications for contemporary marketing today (Pasaribu, et.al, 2021). Drawing from previous research, the following hypotheses is proposed:

H₃: Social Influence has a positive significant effect on Behavioral Intention

2.4 Behavioral Intention

Behavioral intention is the level of person's intention to do a specific behavior (Rocha, et.al, 2021). Behavioral intention is the indication about people's will to try and how much their attempt to achieve their intention (Hwui and Fah, 2020). Behavioral intention is the intention to do repetition in using one services (Suki, 2017). Behavioral intention can be explained as person's preparedness to do a behavior (Kruglanski, 2018). Behavioral intention describes the extent to which a person will use technology in the future. Interest in using a system is the intention of users to use the system continuously with the assumption that they have access to the system. Behavioral intention can be interpreted as a measure of the strength of a person's intention to perform a certain behavior. In the basic concept of user acceptance models that have been developed, behavioral intention becomes an intermediary construct from perceptions of the use of information technology and actual usage (Putri and Mahadian, 2021). Drawing from previous research, the following hypotheses is proposed:

H₄ Behavioral Intention has a positive significant effect on Actual Usage

2.5 Actual Usage

Actual usage is real behavior in adopting an action (Adhiputra, 2015). Actual usage is a form of external psychomotor response that can be measured from a person's real use. Actual usage is a measurement of the frequency and duration of the use of technology (Tyas and Darma, 2017). Someone will be satisfied using the system if they believe that the system is easy to use and will increase their productivity, which is reflected in the real conditions of use (Juni, et.al, 2020).

RESEARCH ISSUE AND METHODOLOGY

This study adopts the framework shown below in Figure 1. to examine the influence of Performance Expectancy, Effort Expectancy, and Social Influence to Actual Usage through Behavioral Intention. This research is causal research, because it is used to develop existing research models to test the research hypotheses that are determined based on literature review to answer the problems identified in the previous chapter. Non-probability sampling will be the sampling method used in this research and questionnaire as the method in data collection. Snowball sampling technique will also be used in this research. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. The program used is the SPSS 22.0 software program. The sample used in this research was 164 respondents both male and female respondents, with the age range of 18 – 60 years where the age is an early adulthood (Kotler and Armstrong, 2010). The questionnaire was given to the respondents who used the Alodokter e-Healthcare application in Indonesia. Research model can be seen below:

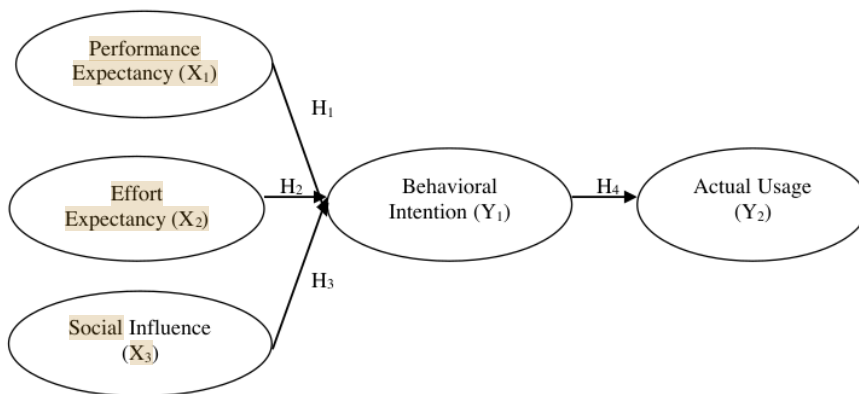


Figure 1. Research Model

Source: Prepared by Writer (2022)

FINDING AND DISCUSSION

4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 280 respondents (35.7%) of respondents are female, while 180 respondents (64.3 %) are male.

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	100	35.7	35.7	35.7
	Male	180	64.3	64.3	100.0
	Total	280	100.0	100.0	

Source: own calculation

4 From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 270 respondents (95.1%), followed by 36-50 age group which is 8 respondents (4.3%) and by 51-60 age group which is 2 respondents (0.6%). This shows that the majority of respondents are in the age subgroup of generation X and Y.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 35	270	95.1	95.1	95.1
	36 - 50	8	4.3	4.3	99.4
	50 - 60	2	0.6	0.6	100.0
	Total				

Source: own calculation

4.2 Validity and Reliability Test

46 The data received from questionnaire ten examined through SPSS software. The outputs from this process in the form of corrected item-total correlation and Cronbach's alpha represent the validity and reliability from each of the questions based on the indicator of each variable. To pass validity test, the corrected item-total correlation > R Table (0.1533) and for reliability test, Cronbach's Alpha value must > 0.7 (Ghozali, 2017).

Variable	Item Code	Corrected Item Total Correlation	rtable	Criteria
Actual Usage	AU1	0.806	0.361	Valid
	AU2	0.830	0.361	Valid
	AU3	0.930	0.361	Valid
Behavioral Intention	BI1	0.716	0.361	Valid
	BI2	0.731	0.361	Valid
	BI3	0.768	0.361	Valid
Social Influence	SI1	0.750	0.361	Valid
	SI2	0.887	0.361	Valid
	SI3	0.857	0.361	Valid
Effort Expectancy	EE1	0.775	0.361	Valid
	EE2	0.766	0.361	Valid
	EE3	0.923	0.361	Valid
	EE4	0.862	0.361	Valid
Performance Expectancy	PE1	0.801	0.361	Valid
	PE2	0.714	0.361	Valid
	PE3	0.802	0.361	Valid
	PE4	0.806	0.361	Valid

Source: own calculation

No.	Variable	Cronbach's Alpha	N of Items
1	Performance Expectancy	0.906	4
2	Effort Expectancy	0.931	4
3	Social Influence	0.921	4
4	Behavioral Intention	0.862	3
5	Actual Usage	0.930	3

Source: own calculation

29 On table 5, the value of Cronbach's Alpha of each variable is greater than 0.7. therefore, all of the questionnaire is reliable.

4.3 Normality Test

Normality test is conducted to test whether in the regression model, residual variable has a normal distribution (Ghozali, 2017). Kolmogorov-Smirnov test will be used in this test. if Asymp Value > than 0.05 then residual is normally distributed.

Equation	Asymp.Sig (2-tailed)	Critical Number	Description
BI*PE, EE, SI	0,058	<0,05	Normally Distributed
AU*BI	0,053	<0,05	Normally Distributed

From the table 6, the value of Asymp. Sig has significant value which is > 0.05. Therefore, the data in collected in this research is normally distributed.

4.4 T-Test

Variable	Sig.	Standart	Description
PE*BI	0.000	0.05	Hypothesis accepted
EE*BI	0.678	0.05	Hypothesis rejected
SI*BI	0.000	0.05	Hypothesis accepted
BI*AU	0.000	0.05	Hypothesis accepted

The t test is used to determine whether there is a significant (significant) relationship or influence between the independent variable Efficiency partially on the dependent. The T-test result shows that from four hypotheses, one hypothesis rejected.

4.5 F-Test

Variabel	Sig.	Standart	Description
BI*PE, EE, SI	0,000	0,05	Hypothesis Accepted
AU*BI	0,000	0,05	Hypothesis Accepted

Based on the table 8 on the calculation of SPSS, the significance of F test value in the model 1, 2, 3 and 4 are 0.000, so it can be concluded two model's independent variables together influencing dependent variable significantly.

4.6 Discussion

All the result test has been explained in the previous section. The further explanation will be presented in this section which is still going to be aligned with the research problem. The respondents are 140 Alodokter customers who have ever use the Alodokter application, have the Alodokter application on their smartphone, and aged from 18 to 55 years old. The respondents who don't have the application, never use the Alodokter application, or aged below 18 years old or above 55 years old are not allowed to answer the questionnaire.

Actual usage is significantly influenced by a variable behavioral intention. Behavioral intention has the value of standardized regression coefficient of .758 means that Behavioral Intention (BI) has a positive coefficient of regression of 0.758. This means that if Behavioral Intention has changed by 1 unit, the actual usage will change by 0.758 unit. Hence, this means that when the customers intend to continue use the Alodokter application and interested in finding information and advantages in the Alodokter application, actual usage of the application will be increase.

Behavioral intention is influenced by performance expectancy, effort expectancy and social influence. Performance expectancy has the value of standardized regression coefficient of 0.406 means that Performance expectancy (PE) has a positive coefficient of regression of 0.406. This means that if Performance expectancy has changed by 1 unit, the behavioral intention will change by 0.406 unit. Hence, when customers trust that the Alodokter application can improve their performance, can save their time, can help them solve their problems and can provide various health benefits, the behavioral intention will be increase.

From total seventh hypotheses that are developed in this research, six are accepted and one is rejected. The first one is Performance Expectancy significantly influences Behavioral Intention of Alodokter customers in East Java, accepted due to the significant value in the T-test is 0.001 that is not greater than 0.05. Performance expectancy will also affect the behavior and behavior intention of customers (Pasaribu, et.al, 2021). Supported also by the finding by Arfi, et.al (2020) who found that Performance expectancy has positive impacts to e-healthcare usage intention. the behavioral intention of Alodokter customers in East Java can be increased if the performance expectancy increase, such as when the Alodokter application can improve their performance, Alodokter application can help them save the time, Alodokter application can help them solve their health problem and provide various benefits.

The second hypothesis is Effort Expectancy significantly influences Behavioral Intention of Alodokter customers in East Java, rejected due to the significant value in the T-test is 0.678 that is greater than 0.05. These results are in accordance with a study conducted by Christono and Brahmin (2018) which obtained effort expectation insignificant effect on behavioral intention. The reason does not affect is because Alodokter provides features that are almost the same as e-health apalikasi, namely alodoc that is also provide ease of access that can be done 24 hours, can be accessed anywhere, health features such as chat doctors and ordering medicines can be done also in other applications. This resulted in effort expectation has not contributed much to the increase in behavioral intention. Although partially effort expectancy has no significance influence on behavioral intention, the F-Testing proves that simultaneously performance expectancy, effort expectancy and social influence have a significant effect on behavioral intention.

The third hypothesis is Social Influence significantly influences Behavioral Intention of Alodokter customers in East Java, accepted due to the significant value in the T-test is 0.00 that is no greater than 0.05. Sometimes the admiration factor for someone has an influence in determining transactions due to advertising or personal use or testimonials that make customers change their minds. Thus, social influence is a factor that influences behavioral intention so that it has implications for contemporary marketing today (Pasaribu, et.al, 2021). Supported also by the finding by Catherine, et.al (2017) who found that social influence expectancy has the ability to influence behavioral intention to use ATMS with finger. Behavioral intention of Alodokter customers in East Java can be increased if the social influence increase, such as when they have recommendation to use the application, when their friends recommend them to use the Alodokter application, and when they think that the application will help them solve their health n

The fourth hypothesis is Social Influence significantly influences Behavioral Intention of Alodokter customers in East Java, accepted due to the significant value in the T-test is 0.00 that is no greater than 0.05. Behavioral Intention describes the extent to which a person will use technology in the future. Interest in using a system is the intention of use to use the system continuously with the assumption that they have access to the system. Behavioral intention can be interpreted as a measure of the strength of a person's intention to perform a certain behavior. In the basic concept of user acceptance models that have been developed, behavioral intention becomes an intermediary construct from perceptions of the use of information technology and actual usage (Putri and Mahadian, 2021). Supported also by the finding by Ndekwa, et.al (2018) who found that behavioral intention is significantly influence the actual usage. The actual usage of Alodokter customers in East Java can be increased if the behavioral intention increase, such as when the customers decide to continue use the Alodokter application, the customers interested in the Alodokter application and also interested in knowing more advantages from the application.

5. Conclusion

Obtained from the output of current research, the variables Performance Expectancy, Effort Expectancy, Social Influence and Behavioural Intention are having influence on Actual Usage of Alodokter in East Java. Hence, these variables have to be focused in terms of the managerial implication. Result of this research concluded that variable that influence Actual Usage the most is Behavioural Intention. Managerial implications that are reinforced from the theories in this research are as follows.

The customers understand that the Alodokter application provides various benefits, and they realize that they need it, they will start to use the application. The Alodokter can still make some improvement in the performance expectancy such as making some advertising to explain about the benefits in using the application or giving some promotion into the application. Using the Alodokter application is fun because it can help me solve my problem, which not all the customers feel that the Alodokter application is fun and can help them solve their problems.

The ease of using the Alodokter application is something that is fun for me, the customers will use the Alodokter application when they feel it is fun to use. Alodokter can still make some improvement about the effort expectancy such as giving more videos about the usage of the application. Learning to use the Alodokter application is easy for me), which the customers will use the Alodokter application when they feel it is easy to use. The mean 4.03 is not the maximum level of mean, so that Alodokter can still make some improvement about the effort expectancy such as preparing customer service which can help customers to sign in or to use the application.

Friends who are close to me think that I am suitable to use the Alodokter application for health, which the customers will use the Alodokter application when they get the courage from their friends to use the application. The mean 3.48 is not the maximum level of mean, so that Alodokter can still make some improvement about the social influence such as always give the best advice to all the customers so that the customers will feel satisfied and recommend their colleagues to use the application. Friends who are close to me think that I should use the Alodokter application for health, which customers will use the Alodokter application when they get the influence from their friends to use the application. The mean 3.40 is not the maximum level of mean, so that Alodokter can still make some improvement about the social influence such as making member get member discount, so that the users will feel interested to invite their friends to use the application.

The customers will actual use the Alodokter application when they interested in knowing the advantages. Alodokter can still make some improvement about the behavioral intention such as making some promotion and advertising about the Alodokter application, making some joint event with another healthcare services to introduce Alodokter application wider.

6. RESEARCH LIMITATION

Further research can be conducted by linking the factors that influence actual use with perceived risk, and using moderating variables such as gender, age. Further research can also expand the scope of respondents to be studied or conduct research in various fields based on current research. So that further research can provide a more comprehensive picture of Actual Use.

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