

Telehealth! Determinant of User's Intention

Sugeng Hariyadi, Amiril Azizah*, Suramli, Sarlivia

Business Administration, Samarinda State Polytechnic, Samarinda, East Kalimantan, 86554

* Corresponding author: Email address: amirilazizah@polnes.ac.id

Abstract— This study aims to analyze e-service quality, social influence, compatibility, and perceived security on behavioral intention through trust and attitude and its implications for this study uses a quantitative approach using path analysis processed with IBM SPSS Statistics 23 software and Structural Equation Modeling (SEM) with IBM AMOS 5 software. This study used a sample of 174 respondents. The measurement scale uses the likert scale. In this study, validity tests and reliability tests were also carried out, then estimation tests and structural tests of fit models were also carried out. Based on the structural model, it can be proven that e-service quality has a significant effect on trust, attitude and behavioral intention, social influence has a significant effect on behavioral intention but has an insignificant positive effect on trust and attitude, compatibility has a significant effect on trust, attitude, and behavioral intention, perceived security has a significant effect on trust, and behavioral intention but has a negative effect is not significant on attitude, trust has an insignificant effect on attitude and has an insignificant negative effect on behavioral intention, and attitude has a significant effect on behavioral intention in application users in Samarinda. in the future, hopefully this research can become a reference in improving health welfare in the community.

Keywords— Attitude, Behavioral Intention, Compatibility, E-Service Quality, Halodoc, Perceived Security, Social Influence, Trust.

I. INTRODUCTION

Individual health is an important component of community well-being, both in terms of physical health and social and economic well-being, the optimal physician ratio, according to the WHO (World Health Organization), is one physician for every 1,000 people; nevertheless, Indonesia has 0.4 physicians for every 1,000 people, or four physicians for every 10,000 persons [14]. It is also clear that the distribution of physicians in Indonesia is uneven across the country [3].

COVID-19-created telehealth-based apps are increasingly being used as the foundation for everyday health management. The Halodoc program, was formed in 2016 and has cooperated with Go-Jek, an online transportation firm that was previously primarily focused on ordering pharmaceuticals and transporting it via an online network called Go-Med. Halodoc innovated by establishing an application platform that can be connected via online payments. The outstanding and satisfactory quality of service offered by health workers under the auspices of this application is the primary cause for this application's users' satisfaction. The medical professional profile includes verified and well-structured certifications and permissions, which makes it ideal for use in remote medical consultations. Furthermore, the user's environment does have a considerable degree of effect, which also adds to the formation of a justification for using this program.

Based on Theory of Reasoned Action (TRA), behavior is carried out individually when there is an interest or desire to

do or in other words, the behavioral interest that develops in the individual's mind will clearly determine the behavior [10]. The idea relates to people's beliefs, attitudes, intentions, and behaviors, the will is the best indicator of behavior [31].

In addition, the desire to repurchase, behavioral intention may be defined as a person's willingness to promote a service that that individual has utilized to another individual [43]. Furthermore, behavioral intention is seen as an indication that indicates if a client intends to stay a customer or decides to quit the organization [43].

Favorable behavioral intention refers to the positive and significant relationship that exists between consumer evaluations of service quality and the customer's propensity to recommend businesses that serve to other consumers [43]. On the other hand, unfavorable behavioral intention refers to outspoken customer behavior such as complaining to other users, discontinuing business with the company, leaving or migrating to another company that offers the same product, and filing grievances with persons outside the organization [43].

II. LITERATURE REVIEW

A. Service Quality

The capacity of a website to efficiently and effectively simplify the procedures of shopping, purchasing, and sending products is referred to as e-service quality [46]. E-service quality examines all phases of the customer's interaction with the company to determine how much the electronic system improves productivity and service delivery adequacy, e-service quality is the most visible instrument, with 22 scale items and five dimensions: physical proof, dependability, responsiveness, assurance, and empathy [23] [24]. Electronic service quality is a website service that promotes efficient and cost-effective expenditure, acquisition, and delivery of goods and services to consumers [16]. According to the description above, e-service quality is a standard for the quality of service delivered to clients.

The quality of electronic services reveals how well the site can allow an efficient and productive shopping, purchase, and delivery procedure [23]. This clarifies the concept of e-service quality from the pre-purchase phase (user friendliness, product information, order information, and personal information protection) to the post-purchase phase (shipping, customer support, fulfillment, and return policy) [23]. In terms of the interactive transmission of data, electronic services can give customers with a greater experience [32]. To cover all parts of electronic services, this conception must be expanded to a global scale and include all aspects of transactions, customer service, and support [32]. E-service quality differs from

conventional service quality in that interaction between humans is substituted by interaction between humans and technology [49].

Shopping via the internet necessitates confidence not only between online businesses and buyers, but also between customers and the computer system that executes transactions [18]. Extending the focus of electronic service quality to the online environment, customer attitudes about websites have been referred to as the inclination to respond favorably or negatively to websites [7].

- H-1 E-service quality has a significant effect on trust
- H-5 E-service quality has a significant effect on attitude
- H-9 E-service quality has a significant effect on behavioral intention

B. Social Influence

External pressures are associated with social influence, which implies that pressure is gained via the surrounding surroundings as well as persons who are present in the environment around consumers [44]. Two sorts of messaging can have an impact on an individual's social influence. Social influence has two aspects, namely; [44]

- a. Subjective norms, or the presence of social factors influencing consumer views of what should or should not be done, often develop from the customer's familial context and the culture of the place, and expand in proportion to the size of the impact received.
- b. Visibility, which is a social influence formed as a result of a situation formed from customer behavior observed invisibly by other customers, reflects how the customer perceives the behavior of other customers.

The extent to which a user knows that a new information system is a manifestation of another crucial individual's viewpoint [42]. The intention of a person's behavior to accept a mobile device is substantially impacted by the environment in which the person is positioned [17]. Social influence is described as the person's view that most individuals who are significant to the consumer believe the individual should or should not execute the in question conduct [10]. It may be inferred that social impact is the social influence of the individual's surroundings on the use of cutting-edge technology-based products [10].

A change in an individual's beliefs, feelings, attitudes, or behaviors as a result of encounters with other people or groups is referred to as social influence [27]. Conformity happens when an individual user displays a certain perspective or conduct in order to adapt to a particular situation or fulfill the expectations of another user, even if the person does not always hold that position or feel that the behavior is appropriate [27]. The capacity to force a user to behave in a specific way by influencing the outcomes is referred to as power [27]. According to the notion of self-categorization, the nature of social influence stems from the cognitive process of self-categorization as well as the motives connected with group membership [40]. Users are impacted by the attitudes, ideas, and perceptions of other members learn many of attitudes, beliefs, and perceptions from the social category [40]. Social influence is defined as the degree to which an individual is able or perceives the importance or urgency that

another individual who want to use the new method may feel [11]. Individual ideas about the consequence of doing a certain activity as part of the individual's judgment of the outcomes are referred to as attitudes [42]. A user may find a system beneficial and decide to utilize it, if the reference is judged vital, the user believes that the user should do it even if the user dislikes the system [41].

- H-2 Social Influence has a significant effect on trust
- H-6 Social Influence has a significant effect on attitude
- H-10 Social Influence has a significant effect on behavioral intention

C. Compatibility

The degree to which an innovation is regarded compatible with existing and predefined values is decided by a need ratio increased from critical to non-existent, as well as the experience of a potential user, with experience being the most important element [28]. Compatibility refers to how well the technology looks to be consistent with existing user standards [29]. It is also the extent to which the technology matches to current facilities and procedures [39]. There are two kinds of compatibility in terms of conformity: normative or cognitive compatibility, which refers to compliance with how the user feels or thinks about innovation, and practical or operational compatibility, which refers to compatibility with what the user does [39]. Compatibility increases confidence that the system is usable and meets current demands, hence enhancing trust in the system [1].

- H-3 Compatibility has a significant effect on trust
- H-7 Compatibility has a significant effect on attitude
- H-11 Compatibility has a significant effect on behavioral intention

D. Perceived Security

Perceived risk is defined as a customer's perception of the uncertainty and negative consequences of purchasing a product or service [22]. Perceived risk might be seen as a significant factor when customers absorb information [4]. When faced with a high-risk product purchase activity, customers are increasingly encouraged to seek additional information [4].

When the risk increases, a decision must be taken, specifically whether to skip the purchase process and utilize or even lessen the risk by looking for and analyzing pre-buy alternatives established during the decision-making stage [22]. This circumstance necessitates complicated decision-making, consumers will most likely conduct extensive research on the brand [19]. Product information will be desperately required, and shoppers will attempt to compare various brands [13]. The presence of consumer interaction with a product is described by the decision-making process [13]. The adoption of the Technology Acceptance Model (TAM) hypothesis, which addresses a new information technology system in which it wishes to look for how people respond to new technologies in a service, is the first step toward perceived security [13].

Customers' perceived security is a form of the system's ability to consistently do what is expected with the right target, or it can also be defined as reliability, where consistency consists of several significant problems, such as protection

from danger, protection from risks, threats, or even protection from danger for that individual or property that intentionally or unintentionally causes danger [8].

Perceived security is defined as a consumer's sense of the security of online transactions [45]. As a result, privacy standards are critical for internet companies to encourage customers to share personal information [45]. The perception of Halodoc application users' security in the application is characterized as perceived security.

The significance of security and privacy concerns in the internet world has been extensively researched [5]. When trading through the internet, customers frequently feel more untrustworthy and concerned about security risks [5]. Perceived security threats are crucial drivers, especially for customers who have no expertise with technology [26].

H-4 Perceived Security has a significant effect on trust

H-8 Perceived Security has a significant effect on attitude

H-12 Perceived Security has a significant effect on behavioral intention

E. Trust

Trust is a feeling that forms on its own when an event occurs or after utilizing a product [18]. Trust is derived from the presence of positive traits and the influences the level of reality attained when compared to the expectations that each individual had [18]. Trust will influence the resulting attitude as well as the surfacing of intents from within the individual [2]. Customers are likely to become loyal as a result of this trust, customer trust is a level of confidence, trust, and knowledge that customers have in an object or product, in which it is tied to numerous features and advantages, an attribute is a characteristic or feature of an object [2].

While a benefit is a beneficial outcome provided to the client, trust is the descriptive believing that an individual holds about a certain product [18]. This belief is the result of repeated impressions, as well as learning and experience. To keep the company's consumers loyal, it is vital to rely on more than simply customer happiness [30]. Trust is a vital middleman in the exchange of connections that leads to strong and stable consumer loyalty [30].

The study's trust was established on the concept of trust in a care professional effects the application's user's behaviors and intents [20]. Individual's belief that a healthcare professional always acts in the best interests of the individual [20]. In other words, the trust raised in this study is a favorable feedback or reaction provided by Halodoc application users to multiple parties, including the company, the service, and the technology.

Favorable interactions with certain website vendors contribute to knowledge-based trust, which leads to increasing trust over time [12]. In reality, calculative-based trust expresses purchasers' judgments of internet sellers' honesty and the availability of a secure online environment [12]. Trust has been classified as a psychological condition that consists of the intention to accept a vulnerability based on the assumption of another user's intention or action [30].

H-13 Trust has a significant effect on attitude

H-14 Trust has a significant effect on behavioral intention

F. Attitude

Behavior is defined as something done by persons to one another that is genuine [33]. Behavior, in its broadest definition, is both visible and unseen, and it involves emotional and cognitive activity [43]. Behavior may be understood in two ways. The first is to define behavior broadly as anything that a user has experienced or is experiencing [6].

Attitudes may be regarded as positive or negative judgments, and entail three sorts of responses: emotional, cognitive, and behavioral intents [9][36]. Attitudes are also defined as the evaluation of ideas that influence the user's view on a person, idea, or object, as evaluated on a self-report [2]. In this study, attitude refers to a Halodoc application user's thoughts that influence behavior when using the program.

H-15 Attitude has a significant effect on behavioral intention

G. Behavioral Intention

Behavioral intentions will be associated with an intention that comes consciously directly from the individual in influencing how the individual behaves, which will arise following an activity or in other words, an experience in consuming or using the product or service [43]. Behavioral intentions are regarded as the foundation of continuous behavior in the use of products or services, many organizations perform research to determine how much the consumer intends to behave after using or consuming items or services created by companies for customers [44]. When an intention to behave becomes a significant part in the construction of a future behavior, this conduct that occurs sustainably indicates that there is a possibility for making consumers devoted customers. [1]

Customers that are loyal to the business will have a significant influence on the company in the future [44]. Devoted consumers will willingly recommend items with which already have a strong bond (either emotionally or physically), customer will supply free and favorable word-of-mouth marketing in addition to actively recommending products [1]. The activities of devoted consumers are the major aim of the corporation in raising earnings effectively and consistently [1].

Behavioral intention is defined as a willingness to recommend and repurchase services to other consumers [43]. Furthermore, behavioral intention is viewed as an indicator that indicates if a consumer is inclined to stay a customer or quit the organization [43]. In order to establish a behavioral goal following the service encounter, the customer assesses the quality of service in relation to the actual experience [48]. When the customer's evaluation of service quality is high, the intention of customer behavior becomes positive; when the assessment of service quality is poor, the intention of customer conduct becomes negative, and the relationship between the client and the firm weakens [48]. Behavioral intention is formed through a process of choosing or decision-making in which beliefs about the two types of outcomes and the connection of norms are analyzed and integrated in order to evaluate and choose between behavioral options [25]. Behavioral intention is formed through a choice or decision-

making process in which beliefs about the two types of outcomes and the interaction of norms are analyzed and integrated in order to evaluate and choose between behavioral options. [34].

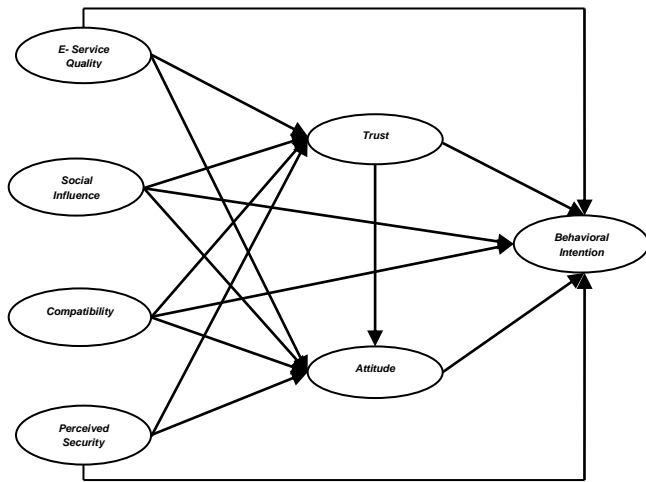


Fig. 1. Research Model

III. RESEARCH METHODOLOGY

The research technique employed in this study was a survey done by distributing questionnaires via online and offline media. However, there is a relatively small margin of error for questionnaires distributed directly to respondents because the researcher accompanies the respondents while filling out the questionnaire, and if the respondent finds an ambiguous question, the respondent can directly ask the researcher what the intention of the question is. In addition, the researcher noticed whether there were any questions that were difficult for respondents to comprehend while filling out the form in this research survey, and since researchers may immediately improve to minimize differences in comprehending the substance of the questions with the respondents. Researchers did not analyze the full current population in the study since it would have taken too much time and work. The demographic to be researched in this study is the users of the Halodoc telemedicine program in Samarinda. Both users are classified as having used or are presently using the program. The sample represents a tiny portion of the population in terms of size and features [37]. If the researcher performs the research on a wide enough population, the researcher will encounter various issues, including time, energy, and expense limits. As a result, the researcher decides to employ sampling strategies that can be used to generalize the population under investigation. The SPSS application was utilized by the authors in this work to evaluate pilot test data from 30 samples for instrument testing, which was developed into a sample of 174 respondents.

In this work, researcher will employ structural equation modeling (SEM) analytic tools from the AMOS statistical software package in the model creation and hypothesis testing processes [38]. The AMOS causal model may display structural measurements and difficulties, and it is used to examine and test theories [38]. In this study, instrument testing will consist of two sorts of tests: validity tests and reliability

tests. The validity test will be used to establish whether or not the instrument utilized is valid or accurate. Validity may also be described as an accuracy measure or measuring point of precision of an instrument [38]. There is an assessment in a study item that may be deemed to be legitimate if the value of the Pearson correlation coefficient is considerably bigger than the number 0.30 [38]. Meanwhile, a reliability test is one that is performed to verify whether the instrument used in a research is trustworthy and consistent when repeated measurements are performed in the future [38]. A dependable item is one that has a test result with a Cronbach's alpha value better than 0.60 for each of the variables examined using the indicator [38]. SPSS software was used in this study to conduct validity and reliability testing. Pearson bivariate correlation was employed as the validity assessment approach in this study (a Pearson moment product) [38]. This analysis will be carried out by comparing the scores of each item to the total score. Meanwhile, because the research instrument in this study comprised a questionnaire and a multilevel scale, the researcher employed the alpha-Cronbach formula to examine the instrument's reliability.

IV. RESULT AND DISCUSSION

Table 1. Respondent's Profile

Profile	N = 174	%
Man	81	47%
Woman	93	53%
Age in Years		
20 – 25	18	10%
26 – 30	37	21%
31 – 35	21	12%
36 – 40	30	17%
41 – 50	39	22%
> 50	29	17%
Education Level		
Primary School/Equivalent	2	10%
Junior High School/Equivalent	3	2%
High School/Equivalent	35	20%
Diploma (D1,D2,D3)	45	26%
Bachelor (S1)	66	38%
Graduate (S2)	21	12%
Postgraduate (S3)	2	1%
Job Level		
Student	18	10%
Private Employees	73	42%
Indonesian National Army/National Police	1	1%
Civil Servants	43	25%
Housewives	16	9%
Entrepreneurial	11	6%
Others	12	7%
Income in million rupiah		
< 2.000.000	36	21%
2.000.000 – 4.000.000	36	21%
4.000.000 – 6.000.000	45	26%
6.000.000 – 8.000.000	17	10%
8.000.000 – 10.000.000	30	17%
> 10.000.000	10	6%

A. Respondent Profile

From a total of 174 respondents in this study, the results were obtained that female respondents were 93 users or as many as 53%, with respondents who were on average dominant aged 41 to 50 years or as much as 22%, with the last education of bachelors as many as 66 users or as many as

38%, and the dominant occupation was as a private employee, as many as 73 users or 42%, and finally, the dominant users had an income of Rp.4,000,000–Rp.6,000,000, as many as 45 users or by 26%.

B. Descriptive Analysis Result

The research variable analysis approach employs a process of distribution of frequency descriptions acquired from each indication for each research variable, which is accomplished by utilizing a likert scale with a minimum number of intervals ranging from 1 to 5. The average response is then computed. The range of the existing category scale is used to establish the average category of values or scores on respondents' replies to each item. As a result, the decision position is as follows:

- Score 1.0 to < 1.8 : Very Low
- Score 1.8 to < 2.6 : Low
- Score 2.6 to < 3.4 : Medium
- Score 3.4 to < 4.2 : High
- Score 4.2 to < 5.0 : Very High

Table 2 Descriptive Analysis Results

Variable	Mean	Category
E-Service Quality	3.91	High
Social Influence	3.73	High
Compatibility	3.90	High
Perceived Security	3.74	High
Trust	3.97	High
Attitude	4.02	Very High
Behavioral Intention	3.99	High

C. Validity and Reliability Test

The validity test will be used to establish whether or not the instrument utilized is valid or accurate. Validity may also be described as an accuracy measure or measuring point of precision of an instrument [38]. There is an assessment in a study item that may be deemed to be legitimate if the value of the pearson correlation coefficient is considerably bigger than the number 0.30 [38]. Meanwhile, a reliability test is one that is performed to verify whether the instrument used in a research is trustworthy and consistent when repeated measurements are performed in the future [38]. A dependable item is one that has a test result with a Cronbach's alpha value better than 0.60 for each of the variables examined using the indicator [38].

D. Model Fit Test

Evaluation of multiple goodness of fit criteria is used to evaluate the model's adequacy. To determine if a model may be accepted or rejected, many conformance indices and cut-off values are utilized.

E. Loading Factor

The loading factor's value is the weight of each indicator or item employed in this study where this loading factor is used as a measure of each variable evaluated. Indicators with a high loading factor are the most potent variable measuring indicators.

F. Hypothesis Test Results

The purpose of hypothesis testing is to determine whether or not a previously proposed hypothesis can be proven correct.

As a result, the data that has been collected corresponds to the number of samples that have been determined. The AMOS software is then used to do a statistical test.

Table 3. Validity and Reliability Test Results

Variable	Statement	Code	Correlation Coefficient	Validity	Alpa Cronbach (Reliability)
E-Service Quality (X1)	ESQ 1	X1.1	.744**	Valid	.717 (Reliability)
	ESQ 2	X1.2	.669**	Valid	
	ESQ 3	X1.3	.677**	Valid	
	ESQ 4	X1.4	.666**	Valid	
	ESQ 5	X1.5	.660**	Valid	
Social Influence (X2)	SI 1	X2.1	.869**	Valid	.807 (Reliability)
	SI 2	X2.2	.818**	Valid	
	SI 3	X2.3	.863**	Valid	
Compatibility (X3)	CMP 1	X3.1	.727**	Valid	.684 (Reliability)
	CMP 2	X3.2	.732**	Valid	
	CMP 3	X3.3	.693**	Valid	
	CMP 4	X3.4	.707**	Valid	
Perceived Security (X4)	PS 1	X4.1	.784**	Valid	.766 (Reliability)
	PS 2	X4.2	.730**	Valid	
	PS 3	X4.3	.778**	Valid	
	PS 4	X4.4	.774**	Valid	
Trust (Y1)	TRST 1	Y1.1	.716**	Valid	.734 (Reliability)
	TRST 2	Y1.2	.694**	Valid	
	TRST 3	Y1.3	.688**	Valid	
	TRST 4	Y1.4	.667**	Valid	
	TRST 5	Y1.5	.715**	Valid	
Attitude (Y2)	ATT 1	Y2.1	.713**	Valid	.679 (Reliability)
	ATT 2	Y2.2	.731**	Valid	
	ATT 3	Y2.3	.706**	Valid	
	ATT 4	Y2.4	.686**	Valid	
Behavioral Intention (Y3)	BI 1	Y3.1	.792**	Valid	.753 (Reliability)
	BI 2	Y3.2	.791**	Valid	
	BI 3	Y3.3	.684**	Valid	
	BI 4	Y3.4	.758**	Valid	

Table 4. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Model Results	Description
X2-chi-square	<df dengan α =0,05	202.119	Marginal Fit
Significancy probability	≥ 0,05	1.000	Fit
RMR	≤ 0,10	0.053	Fit
RMSEA	≤ 0,08	0.000	Fit
GFI	≥ 0,90	0.927	Fit
AGFI	≥ 0,90	0.912	Fit
CMIN/DF	≤ 2,00	0.558	Fit
TLI	≥ 0,95	1.174	Fit
CFI	≥ 0,95	1.000	Fit

Table 5. Loading Factor Results

Variable	Indicator	Standarize Loading Factor	Strongest Indicator	Average Variable Score
E-Service Quality (X1)	Efficiency	0.674	Strongest	High
	System availability	0.571		
	Responsiveness	0.528		
	Contact	0.617		
	Privacy	0.521		
Social Influence (X2)	People Around	0.805		High
	Influence Behavior	0.673		
	People Important	0.822	Strongest	
Compatibility (X3)	Suitable	0.635	Strongest	High
	Lifestyle	0.592		
	Compatible	0.554		
	Reliable	0.590		
Perceived Security (X4)	Safe	0.713	Strongest	High
	Secure Information	0.603		
	Safe Providing	0.692		
	Safe Device	0.677		

Trust (Y1)	Trust In Care Organization	0.612		High
	Trust In Care Professional	0.609		
	Trust In Treatment	0.527		
	Trust In Technology	0.550		
	Trust In Telemedicine Service	0.622	Strongest	
Attitude (Y2)	Increase Service Quality	0.622	Strongest	High
	Reduce Risk	0.540		
	Assist	0.588		
	Monitoring	0.500		
Behavioral Intention (Y3)	Gladly Recommend	0.618		High
	Adopt	0.667	Strongest	
	Adopt Based Influence	0.546		
	Continue Use	0.658		

Table 6. Hypothesis Test Results

Relationship Path	Standardized Path Coefficient	C.R (Critical Ratio)	Probability	Description
H1	0.241	2.237	0.025	Significant
H2	0.042	0.430	0.667	Insignificant
H3	0.246	2.118	0.034	Significant
H4	0.366	3.330	***	Significant
H5	0.526	4.095	***	Significant
H6	0.227	2.267	0.023	Significant
H7	0.307	2.503	0.012	Significant
H8	-0.13	-0.115	0.908	Insignificant
H9	0.510	3.539	***	Significant
H10	0.104	1.264	0.206	Insignificant
H11	0.272	2.457	0.014	Significant
H12	0.212	2.382	0.017	Significant
H13	0.080	0.641	0.522	Insignificant
H14	-0.125	-1.243	0.214	Insignificant
H15	0.481	3.250	0.001	Significant

Following data analysis and hypothesis testing with SEM analysis tools and the assistance of AMOS software, the results show that 10 hypotheses are accepted, namely: E-Service Quality to Trust with a Critical Ratio (C.R.) of 2,237 and a probability number of 0.025; Compatibility to Trust with a Critical Ratio (C.R.) of 2,118 and a probability number of 0.034; and Perceived Security against Trust with a Critical Ratio (E-Service Quality to Attitude with a Critical Ratio (C.R.) of 2,267 with a probability number of 0.023; Attitude with a Critical Ratio (C.R.) of 2,503 with a probability number of 0.012; e-Service Quality to Behavioral Intention with a Critical Ratio (C.R.) of 3,539 with a probability number of 0.000 (***), Behavioral Intention with a Critical Ratio (C.R.) of 2,457 and a probability number of 0.014, Perceived Security towards Behavioral Intention with a Critical Ratio (C.R.) of 2,382 and a probability of 0.017, and Attitude towards Behavioral Intention with a Critical Ratio (C.R.) of 3,250 and a probability of 0.001. Where the acquisition of this figure reflects that there is a significant relationship and 5 hypotheses that are not accepted or rejected, namely: social influence on trust with a critical ratio (C.R.) of 0.430 and a probability number of 0.667; perceived security on attitude with a critical ratio (C.R.) of -0.15 and a probability number of

0.908; social influence on behavioral intention with a critical ratio (C.R.) of 1,264 and a probability number of 0.206; and trust against attitude with a critical ratio (C.R.) of 0.641 and a probability of 0.522; and for this, it is said that the figure has no significant relationship.

G. Influence Between Research Variables

This analysis consists of direct influence analysis, indirect influence analysis, and total influence analysis. Direct influence is the coefficient of all lines with one-way arrows, while indirect influence is an influence that arises through an intermediary.

Direct Influence

The direct influence between variables is the influence of exogenous variables on endogenous variables. In this study, there is a direct influence that occurs between the variables E-Service Quality (X1) and the variables Behavioral Intention (Y3), Social Influence (X2) on the variables Behavioral Intention (Y3), Compatibility (X3) on the variables Behavioral Intention (Y3), and Perceived Security (X4) on the variables Behavioral Intention (Y3).

Table 7. Direct Influence Between Variables

Exogenous Variables	Endogenous Variables	Direct Effect
E-Service Quality	Behavioral intention	0.510
Social Influence	Behavioral intention	0.104
Compatibility	Behavioral intention	0.272
Perceived Security	Behavioral intention	0.212
Total		1.092

The value is a measure of exogenous variable direct influence on endogenous variable, specifically E-Service Quality (X1) on behavioral intention (Y3) of 0.510, Social Influence (X2) on behavioral intention (Y3) of 0.104, Compatibility (X3) on behavioral intention (Y3) of 0.272, and Perceived Security (X4) on behavioral intention (Y3) of 0.212.

Indirect Influence

The impacts of exogenous factors on endogenous variables are referred to as indirect influences. The extent of an exogenous variable's indirect impact on an endogenous variable is calculated by multiplying the value of the exogenous variable path coefficient against the intervening variable by the value of the intervening variable path coefficient against the endogenous variable.

In this study, there was an indirect influence between the variables E-Service Quality (X1) and Behavioral Intention (Y3) through the variable Trust (Y1), Social Influence (X2) and Behavioral Intention (Y3) through the variable Trust (Y1), Variable Compatibility (X3) and Behavioral Intention (Y3) through the variable Trust (Y1), and Perceived Security (X4) through the variable Trust (Y1) (Y1).

The value of the influence of the E-Service Quality (X1) variable on the behavioral intention variable (Y3) through the Trust variable (Y1) of -0.030, the Social Influence variable (X2) on the behavioral intention variable (Y3) through the Trust variable (Y1) of -0.005, then the Compatibility variable (X3) to the behavioral intention variable (Y3) through the

Trust variable (Y1) of 0.031, and the Perceived Security variable (X4) to the behavioral intention variable (Y3) through the Trust variable (Y1) of -0.046.

Table 8. Indirect Influence Through Trust

Exogenous Variables	Intervening Variables	Variable Trust to Behavioral intention	Indirect Effect
	Trust		
E-Service Quality	0.241	-0.125	- 0.030
Social Influence	0.042		- 0.005
Compatibility	0.246		- 0.031
Perceived Security	0.366		- 0.046
Total			- 0.112

An indirect influence occurs between the variables E-Service Quality (X1) on the variable Behavioral Intention (Y3) through the variable Attitude (Y2), Social Influence (X2) on the variable Behavioral Intention (Y3) through the variable Attitude (Y2), Compatibility (X3) on the variable Behavioral Intention (Y3) through the variable Attitude (Y2), and Perceived Security (X4) on the variable Behavioral Intention (Y3) through the variable Attitude (Y2).

Table 9. Indirect Influence Through Attitude

Exogenous Variables	Intervening Variables	Attitude Variables towards Behavioral intention	Indirect Effect
	Attitude		
E-Service Quality	0.526	0.481	0.253
Social Influence	0.227		0.109
Compatibility	0.307		0.148
Perceived Security	-0.130		- 0.063
Total			0.447

The value of the influence of the E-Service Quality (X1) variable on the behavioral intention variable (Y3) through the Attitude variable (Y2) of 0.253, the Social Influence variable (X2) on the behavioral intention variable (Y3) through the Attitude variable (Y2) of 0.109, then the Compatibility variable (X3) on the behavioral intention variable (Y3) through the Attitude variable (Y2) of 0.148, and the Perceived Security variable (X4) on the behavioral intention variable (Y3) through the Attitude variable (Y3) through the Attitude variable (Y2) by -0.063.

The value of the indirect influence of the E-Service Quality (X1) variable on the behavioral intention variable (Y3) through the Attitude variable (Y1) and the Trust variable (Y2) of 0.543, then between the Social Influence variable (X2) and the behavioral intention variable (Y3) through the Attitude variable (Y1) and the Trust variable (Y2) of 0.724, then the Compatibility variable (X3) to the behavioral intention variable (Y3) through the Attitude variable (Y1) and the Trust variable (Y2) of 0.545, then the last relationship is between the Perceived Security variable (X4) to the behavioral intention variable (Y3) through the Attitude variable (Y1) and the Trust variable (Y2) of 0.535.

Table 10. Sobel Test Results

Path	T-STATISTIC	P. VALUE
E-Service Quality (X1) – Trust (Y1) – Behavioral intention (Y3)	-1.088	0.276
Social Influence (X2) - Trust (Y1) – Behavioral intention (Y3)	-0.403	0.687
Compatibility (X3)-Trust (Y1)–Behavioral intention (Y3)	-1.071	0.284
Perceived Security (X4) - Trust (Y1) – Behavioral intention (Y3)	-1.164	0.244
E-Service Quality (X1) - Attitude (Y2) – Behavioral intention (Y3)	2.542	0.011
Social Influence (X2) - Attitude (Y2) – Behavioral intention (Y3)	1.855	0.064
Compatibility (X3) - Attitude (Y2) – Behavioral intention (Y3)	1.984	0.047
Perceived Security (X4) - Attitude (Y2) – Behavioral intention (Y3)	-0.116	0.907
E-Service Quality (X1) – Attitude (Y1) – Trust (Y2)	0.619	0.536
Social Influence (X2) - Attitude (Y1) – Trust (Y2)	0.355	0.722
Compatibility (X3) - Attitude (Y1) – Trust (Y2)	0.615	0.538
Perceived Security (X4) - Attitude (Y1) – Trust (Y2)	0.632	0.528
E-Service Quality (X1) - Attitude (Y1) – Trust (Y2) – Behavioral intention (Y3)	0.608	0.543
Social Influence (X2) - Attitude (Y1) – Trust (Y2) – Behavioral intention (Y3)	0.353	0.724
Compatibility (X3) - Attitude (Y1) – Trust (Y2) – Behavioral intention (Y3)	0.605	0.545
Perceived Security (X4) - Attitude (Y1) – Trust (Y2) – Behavioral intention (Y3)	0.620	0.535

Total Influence

Total influence is the sum of direct and indirect influences between exogenous variables, namely E-Service Quality (X1), Social Influence (X2), Compatibility (X3), and Perceived Security (X4). Intervening variables of trust (Y1) and attitude (Y2) with endogenous behavioral intention (Y3) variables. The total influence of the sum of variables that have a direct and indirect effect, namely exogenous variables on endogenous variables, namely: E-Service Quality (X1), Social Influence (X2), Compatibility (X3), Perceived Security (X4), and Trust (Y1), and Attitude (Y2) towards behavioral intention (Y3) of 1,433 was obtained by summing the coefficients of direct and indirect influence of endogenous variables on endogenous variables.

Table 11. Total Influence

Variable	Total
Direct Effect	1.098
Indirect Effect	0.335
Total Effect	1.433

V. CONCLUSION AND LIMITATION

A. Conclusions

Study of the research instrument (questionnaire) was performed in the analytical research, which revealed that all elements of the research instrument were valid and trustworthy. The link between study variables is used to examine the assumptions of structural equation modeling (SEM). The model fit test is performed prior to the estimate

test. The fit test findings demonstrate that the research model is fit, therefore testing the research hypothesis can proceed. From 15 (fifteen) research hypotheses tested using significant tests using AMOS software, it is possible to infer that 5 (five) hypotheses have minor impacts. However, the other ten possibilities have a major impact. A new model was created based on the prior research' conclusions.

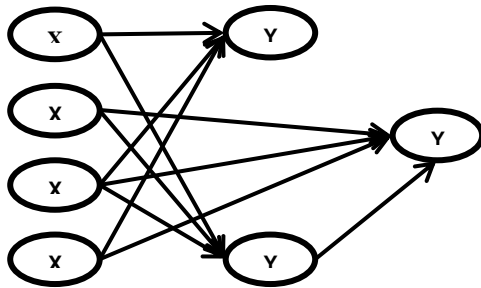


Fig. 2. Final Research Model

With these findings, the researcher advises Halodoc application developers to increase E-Service Quality, which is connected to efficiency in the usage of applications and can enhance Halodoc application users' views for improving health care. This can be a factor in raising public awareness of the importance of daily health quality and employing health-based applications like Halodoc to help with daily health quality.

Based on this research, the government may focus on the aspects of electronic-based service quality, perception of appropriateness, and security acquired, which will effect application users' confidence. Furthermore, there are aspects such as electronic-based service quality, environmental effects, and a sense of appropriateness that will influence attitudes that originate from application users. There are additional acquired aspects like as service quality, perception of appropriateness, and security that will impact how application users intend to behave in the future. Finally, the attitude component will influence user intentions. Can be seen from this that there are several factors that will influence the use of health applications in order to achieve public health welfare.

Advice to the community: Given the ease of access to health features and services at this time, the community should participate in health maintenance in order to increase welfare and achieve a better life in the future. As a result, engage users in the surrounding area to help preserve health by utilizing accessible technologies.

The advice for future researchers is that there were several relationships between variables in the study that could not be said to be significant but were used to measure the behavioral intentions of Halodoc application users, namely the variable social influence of the surrounding environment, which had an insignificant positive effect on trust, and the perceived security variable or security obtained, which had an insignificant

negative effect on attitude. The trust variable has a large positive effect, whereas the trust variable has an insignificant negative effect. And, in terms of the incompatibility of the link between the variables mentioned above, whether it can be reconsidered to use these variables, or if it can be reconsidered over the indicators employed in this study, which turned out to have findings that were not in agreement with the hypothesis.

B. Study Limitations

The findings of this study's research were primarily assessed using established scientific research guidelines. However, if it is evaluated again, some things create hurdles or restrictions in the process and methods, necessitating future modifications. Even if the research technique entered the scientific category in accordance with the principles of scientific research that are generally used as a reference for scientific research, there are various flaws in this study. The first weakness is in the scope of research (research range), despite the fact that the use of the Halodoc application does not rule out the possibility of occurring outside of Samarinda and possibly even becoming common use in everyday life in Indonesian big cities. The second flaw of the report on the results of this study is the novel object of this investigation, of which many individuals are still unaware, including those who are unsure of its usefulness.

REFERENCES

- [1] Ajzen, I. (1991). Attitude, personality, and behavior. Chicago: Dorsey; 1988.21. Ajzen I. The theory of planned behavior. Organ Behav Hum Decis Process, 50, 179211.
- [2] Albirini, A. (2006). Teachers' attitudes toward information and communication technologies: The case of Syrian EFL teachers. Computers & Education, 47(4), 373-398.
- [3] Annur, C. M. (2022, July 03). databoks.katadata.co.id. Dipetik January 2022, dari databoks.katadata.co.id/datapublish: <https://databoks.katadata.co.id/datapublish/2022/03/07/tak-merata-mayoritas-dokter-di-indonesia-masih-berpusat-di-jawa>
- [4] Assael, H. (1998). Consumer behavior and marketing action, 6th. Cincinnati, OH: South-Western Pub.
- [5] Casaló, L. V., Flavián, C., & Guinalíu, M. (2007). The role of security, privacy, usability and reputation in the development of online banking. Online Information Review, 583-603
- [6] Chaplin, R., & Freeman, A. (1999). Towards an accurate description of affordability. Urban studies, 36(11), 1949-1957.
- [7] Chen, Q., & Wells, W. D. (1999). Attitude toward the site. Journal of advertising research, 39(5), 27-38.
- [8] Damghanian, H., Zarei, A., & Siahsarani Kojuri, M. A. (2016). Impact of perceived security on trust, perceived risk, and acceptance of online banking in Iran. Journal of Internet Commerce, 15(3), 214-238.
- [9] Fazio, R. H. (1986). How do attitudes guide behavior. Handbook of motivation and cognition: Foundations of social behavior, 1, 204-243.
- [10] Fishbein, M. (1975). Ajzen, leek (1975), Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Philosophy and Rhetoric, Reading, MA: Addison Wisley, 130-132
- [11] Foon, Y. S., & Fah, B. C. Y. (2011). Internet banking adoption in Kuala Lumpur: an application of UTAUT model. International Journal of Business and Management, 6(4), 161.
- [12] Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. MIS quarterly, 51-90.
- [13] Hartono, E., Holsapple, C. W., Kim, K. Y., Na, K. S., & Simpson, J. T. (2014). Measuring perceived security in B2C electronic commerce website usage: A respecification and validation. Decision support systems, 62, 11-21.
- [14] Jayani, D. H. (2020, 04 02). databoks.katadata.co.id. Dipetik January 2022, dari databoks.katadata.co.id/datapublish:

- databoks.katadata.co.id/datapublish/2020/04/02/rasio-dokter-indonesia-terendah-kedua-di-asia-tenggara
- [15] Kandampully, J., & Solnet, D. (2015). *Service Management Principles for Hospitality and Tourism* E 3rd.
- [16] Kim, D., Chun, H., & Lee, H. (2014). Determining the factors that influence college students' adoption of smartphones. *Journal of the Association for Information Science and Technology*, 65(3), 578-588.
- [17] Lee, M. K., & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of electronic commerce*, 6(1), 75-91.
- [18] Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review*, 20(3), 709-734.
- [19] Oglethorpe, J. E., & Monroe, K. B. (1994). Determinants of perceived health and safety risks of selected hazardous products and activities. *Journal of consumer affairs*, 28(2), 326-346.
- [20] Parasuraman, A Parsu & Zeithaml, Valarie & Malhotra, Arvind. (2005). E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*. 7. 213-233. 10.1177/1094670504271156.
- [21] Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
- [22] Peter, J. Paul; Olson, Jerry C.; Sihombing, Damos. (1999). *Consumer behavior : perilaku dan strategi pemasaran / J. Pau Peter, Jerry C. Olson ; alih bahasa, Damos Sihombing ; editor, Yati Sumihartil. Jakarta :: Erlangga.*
- [23] Phonthanukitithaworn, C., Sellitto, C., & Fong, M. W. (2016). An investigation of mobile payment (m-payment) services in Thailand. *Asia-Pacific Journal of Business Administration*, 37-54.
- [24] Rashotte, L. (2007). Social influence. *The Blackwell encyclopedia of sociology*.
- [25] Rogers (1995). *Diffusion of Innovations* (4th edition). New York: The Free Press.
- [26] Rogers (2003). *The diffusion of innovation* 5th ed. New York: The Free Press.
- [27] Rousseau, D.M., Sitkin, S.B., Burt, R.S. and Camerer, C. (1998) Not So Different after All: A Cross-Discipline View of Trust. *Academy of Management Review*, 23, 393-404.
- [28] Rukmiyati, N. M. S., & Budiarta, I. K. (2016). Pengaruh kualitas sistem informasi, kualitas informasi dan perceived usefulness pada kepuasan pengguna akhir software akuntansi (studi empiris pada hotel berbintang di provinsi bali). *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 5(1), 115-142.
- [29] Rust, R. T., & Lemon, K. N. (2001). E-service and the consumer. *International journal of electronic commerce*, 5(3), 85-101.
- [30] Sarwono, Solita. (1993). *Sosiologi Kesehatan: Beberapa Konsep Beserta Aplikasinya (-)*. Jogjakarta: Gadjah Mada University Press
- [31] Schiffman (2002). *Perilaku Konsumen Jilid 1* (5th Edition). Jakarta: Erlangga.
- [32] Sorrentino, R. M., & Higgins, E. T. E. (1986). *Handbook of motivation and cognition: Foundations of social behavior*. Guilford Press.
- [33] Sugiyono (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- [34] Sugiyono (2012). *Metode Penelitian Pendidikan : Pendekatan Kuantitatif, Kualitatif, Dan R&D* Jakarta : Alfabeta
- [35] Tornatzky, L. G., & Klein, K. J. (1982). Innovation characteristics and innovation adoption-implementation: A meta-analysis of findings. *IEEE Transactions on engineering management*, (1), 28-45.
- [36] Turner, J. C., & Penelope, J. (1989). Self Categorization Theory and Social Influence. *Psychology of Group Influence*, 233-275.
- [37] Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.
- [38] Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.
- [39] Walgito, B. (1994). *Psikologi Suatu Pengantar*. Yogyakarta: Fakultas Psikologi UGM.
- [40] Wang, E. S. T., & Chou, N. P. Y. (2014). Consumer characteristics, social influence, and system factors on online group-buying repurchasing intention. *Journal of Electronic Commerce Research*, 15(2), 119.
- [41] Wang, S. C., & Wu, J. H. (2014). Proactive privacy practices in transition: Toward ubiquitous services. *Information & Management*, 51(1), 93-103.
- [42] Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating Customer Focus across the Firm* (5th ed.). Singapore: McGraw-Hill and Irwin.
- [43] Zeithaml, V.A. and Bitner, M.J. (2003) *Services Marketing: Integrating Customer Focus across the Firm*. 3rd Edition, Irwin McGraw-Hill, New York.
- [44] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31-46
- [45] Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice. No. 00-115, Marketing Science Institute.