

ABSTRAK

Latar Belakang : Penerimaan pengguna merupakan faktor penting yang mempengaruhi keberhasilan implementasi teknologi. *Mobile* JKN merupakan inovasi BPJS Kesehatan untuk meningkatkan kualitas pelayanan salah satunya untuk pendaftaran *online*. Dalam penerapan suatu sistem baru perlu dilakukan evaluasi sistem seperti melalui penerimaan pengguna.

Tujuan : Menganalisis faktor – faktor yang berpengaruh terhadap penerimaan Aplikasi *Mobile* JKN di RSUD Sakina Idaman.

Metode : Menggunakan jenis penelitian analitik dengan pendekatan kuantitatif dan rancangan *cross sectional*. Pengambilan sampel menggunakan teknik *incidental sampling*, dengan jumlah sampel yaitu 102 responden. Instrumen penelitian berupa kuesioner. Analisis data menggunakan metode SEM-PLS.

Hasil : Variabel yang memiliki pengaruh signifikan terhadap variabel dependennya yaitu *subjective norm* terhadap *perceived usefulness*, *result demonstrability* terhadap *perceived usefulness*, *computer anxiety* terhadap *perceived ease of use*, *perceived enjoyment* terhadap *perceived ease of use*, *perceived ease of use* terhadap *perceived usefulness*, *subjective norm* terhadap *behavioral intention to use*, *perceived usefulness* terhadap *behavioral intention to use*, dan *behavioral intention to use* terhadap *use behavior*. Variabel *perceived ease of use* dan *subjective norm* mempunyai pengaruh tidak langsung terhadap *use behavior*.

Kesimpulan : Variabel *perceived ease of use* dan *subjective norm* mempunyai pengaruh tidak langsung terhadap *use behavior* sehingga menjadi prioritas utama yang perlu diperhatikan untuk meningkatkan penggunaan aplikasi pendaftaran *Mobile* JKN.

Kata Kunci : Pendaftaran *Online*, *Mobile* JKN, TAM 3.

ABSTRACT

Background : User acceptance is an important factor that influences the success of technology implementation. Mobile JKN is a BPJS Health innovation to improve service quality, one of which is online registration. In implementing a new system, it is necessary to evaluate the system, such as through user acceptance

Objective : Analyzing the factors that influence the acceptance of the JKN Mobile Application at RSUD Sakina Idaman.

Methods : Using analytical research with a quantitative approach and cross-sectional design. Sampling used incidental sampling technique, with a total sample of 102 respondents. The research instrument is a questionnaire. Data analysis uses the SEM-PLS method.

Result : Variables that have a significant influence on the dependent variable are subjective norm on perceived usefulness, result demonstrability on perceived usefulness, computer anxiety on perceived ease of use, perceived enjoyment on perceived ease of use, perceived ease of use on perceived usefulness, subjective norm on behavioral intention to use, perceived usefulness on behavioral intention to use, and behavioral intention to use on use behavior. The variables perceived ease of use and subjective norms have an indirect influence on use behavior.

Conclusion : The variables perceived ease of use and subjective norm have an indirect influence on use behavior so they are the main priority that needs to be considered to increase the use of the Mobile JKN registration application.

Keywords : Online Registration, Mobile JKN, TAM