Intisari

Transformasi digital layanan kesehatan di Daerah Istimewa Yogyakarta menunjukkan adopsi Sistem Informasi Manajemen Rumah Sakit yang tinggi, namun pemanfaatan klinis masih terbatas, sehingga kesiapan menuju analitik big data menjadi isu strategis.Penelitian ini menilai pengaruh faktor teknologi, organisasi, dan lingkungan terhadap kesiapan adopsi big data pada rumah sakit di DIY dengan kerangka Technology, Organization, Environment. Pendekatan kuantitatif dilakukan melalui survei pada tenaga kesehatan di 32 rumah sakit dengan teknik judgmental sampling. Sebanyak 300 responden dianalisis menggunakan Partial Least Squares Structural Equation Modeling dengan perangkat lunak SmartPLS. Hasil menunjukkan seluruh variabel dalam model signifikan dengan arah positif, kecuali kompleksitas yang berpengaruh negatif. Pelatihan merupakan pendorong terkuat kesiapan, diikuti dukungan finansial dan dukungan manajemen puncak. Pada dimensi lingkungan, kebijakan teknologi informasi pemerintah dan regulasi berdampak positif. Temuan ini menegaskan pentingnya penguatan kompetensi SDM, kesinambungan pendanaan, kepemimpinan strategis, dan kepastian kebijakan, serta penanganan hambatan kompleksitas dan interoperabilitas untuk mempercepat pemanfaatan big data yang bermakna.

Kata kunci: Kesiapan big data, Technology Organization Environment, rumah sakit, Daerah Istimewa Yogyakarta, PLS-SEM, pelatihan, kebijakan pemerintah.

Abstract

Digital transformation in the healthcare system of Yogyakarta Special Region has achieved high adoption of Hospital Information Systems, yet clinical use remains limited, making big data readiness a strategic concern. This study examines the effects of technological, organizational, and environmental factors on hospitals' readiness to adopt big data using the Technology, Organization, Environment framework. A quantitative survey was administered to health professionals in 32 hospitals using judgmental sampling. Data from 300 respondents were analyzed with Partial Least Squares Structural Equation Modeling using SmartPLS. The results indicate that all modeled factors are significant with positive effects, except complexity which shows a negative effect. Training is the strongest driver of readiness, followed by financial support and top management support. At the environmental level, government information technology policy and regulation contribute positively. These findings underscore the need to strengthen workforce capabilities, ensure sustained financing, provide strategic leadership, and maintain regulatory clarity, while reducing complexity and improving interoperability to accelerate the meaningful use of big data in healthcare.

Keywords: Big data readiness, Technology Organization Environment, hospitals, Yogyakarta Special Region, PLS-SEM, training, government policy.