

INTI SARI

Noel L.V., Maria, 2020. Niat Perilaku Menggunakan Aplikasi Kesehatan Grab Health Selama Masa Pandemi Covid-19. Program Studi S1 Manajemen, Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Didik Setyawan, S.E., M.M., M.Sc. Pembimbing II. Nang Among Budiadi, SE., M.Si.

Penelitian ini bertujuan menguji pengaruh niat perilaku menggunakan aplikasi kesehatan Grab Health selama masa pandemi Covid-19. Variabel yang mendukung terbentuknya niat perilaku adalah sikap. Terbentuknya sikap dalam penggunaan disebabkan oleh kenyamanan persepsian, pengaruh sosial, dan kerentanan persepsian dalam menggunakan aplikasi kesehatan Grab Health.

Data diperoleh dari kuesioner yang dibagikan kepada masyarakat umum pengguna aplikasi kesehatan Grab Health. Teknik penyampelan yang digunakan adalah *non probability sampling* yaitu teknik *convenience sampling*. Sampel yang digunakan dalam penelitian adalah 200 responden yang menggunakan aplikasi kesehatan Grab Health. Uji hipotesis dilakukan dengan metode analisis *Structural Equation Modeling* (SEM) menggunakan program AMOS.

Hasil penelitian ini menunjukkan bahwa sikap berpengaruh signifikan pada niat perilaku, kenyamanan persepsian positif signifikan terhadap sikap, pengaruh sosial berpengaruh signifikan terhadap sikap, dan kerentanan persepsian tidak berpengaruh signifikan terhadap sikap dalam penggunaan aplikasi kesehatan Grab Health.

Kata Kunci: Niat Perilaku, Sikap, Kenyamanan Persepsian, Pengaruh Sosial, Kerentanan Persepsian.

ABSTRACT

Noel L.V., Maria, 2020. Behavioral Intentions Using Health Applications Grabhealth During the Covid-19 Pandemic Period. S1 Management Study Program, Faculty of Economics. Setia Budi University of Surakarta. Advisor I. Dr. Didik Setyawan, S.E., M.M., M.Sc. Advisor II. Nang Among Budiadi, SE., M.Si.

This research aims to examine the effect of behavioural intention using the Grab Health application during the Covid-19 pandemic. Variables that support the formation of behavioral intentions are attitudes. The formation of attitudes in use is caused by perceived enjoyment, social influence, and perceived vulnerability in using Grab Health health applications.

Data was obtained from questionnaires were distributed to the general public who use health applications Grab Health. The sampling technique used is non probability sampling, that is convenience sampling technique. The sample used in the study was 200 respondents who used the health applications Grab Health. Hypothesis testing is done by the Structural Equation Modeling (SEM) analysis method using the AMOS program.

The results of this research indicate that attitudes have a significant effect on behavioral intentions, positive perceptions of perceived enjoyment are significant to attitudes, social influences have a significant influence on attitudes, and perceptions of vulnerability do not significantly influence attitudes in the use of health applications Grab Health.

Keywords: Behavioral Intentions, Attitudes, Perceived Enjoyment, Social Influences, Perceived Vulnerability.