

# EVALUASI TINGKAT PENERIMAAN DAN PENGGUNAAN APLIKASI PEDULILINDUNGI MENGGUNAKAN MODEL UTAUT 2

Nuraini Azizi Rachim

## ABSTRAK

PeduliLindungi merupakan sistem surveilans untuk mengatasi pandemi COVID-19 yang dapat dievaluasi penerimaan dan penggunaannya menggunakan model UTAUT 2 (*Unified Theory of Acceptance and Use of Technology 2*). Pada penelitian ini, *Behavioral Intentions* dan *Use Behavior* diukur dengan konstruk *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Facilitating Conditions*, *Hedonic Motivation*, dan *Habit*. Adapun hasil dari penelitian ini adalah nilai *Path Coefficient* dan *T-Statistics* untuk pengaruh *Effort Expectancy* terhadap *Behavioral Intentions* sebesar -0.024 dan 0.501, pengaruh *Social Influence* terhadap *Behavioral Intentions* sebesar 0.033 dan 0.678, pengaruh *Facilitating Conditions* terhadap *Behavioral Intentions* sebesar 0.016 dan 0.377, dan pengaruh *Facilitating Conditions* terhadap *Use Behavior* sebesar 0.024 dan 0.608, yang mana kurang berpengaruh secara signifikan. Sedangkan nilai *Path Coefficient* dan *T-Statistics* untuk *Performance Expectancy* terhadap *Behavioral Intentions* adalah 0.257 dan 4.204, *Hedonic Motivation* terhadap *Behavioral Intentions* adalah 0.177 dan 2.935, *Habit* terhadap *Behavioral Intentions* adalah 0.413 dan 6.835, *Habit* terhadap *Use Behavior* adalah 0.564 dan 9.461, dan *Behavioral Intentions* terhadap *User Behavior* adalah 0.127 dan 2.150. Berdasarkan hasil penelitian, performa aplikasi sudah baik, pengguna merasa puas dan terbiasa untuk mempergunakan aplikasi PeduliLindungi. Namun masih dibutuhkan peningkatan dari kemudahan penggunaan aplikasi, sosialisasi penggunaan aplikasi, dan masih banyak masyarakat yang tidak memiliki perangkat memadai.

**Kata Kunci** : Aplikasi PeduliLindungi, *Behavioral Intention*, UTAUT 2 (*Unified Theory of Acceptance and Use of Technology 2*), *Use Behavior*.

# EVALUATION OF ACCEPTANCE RATE AND USE OF PEDULILINDUNGI APPLICATION USING THE UTAUT 2 MODEL

Nuraini Azizi Rachim

## ABSTRACT

*PeduliLindungi is a surveillance system to overcome the COVID-19 pandemic that can be evaluated for acceptance and use using the UTAUT 2 (Unified Theory of Acceptance and Use of Technology 2) model. In this research, Behavioral Intentions and Use Behavior were measured by constructs of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Habit. The results of this research are the Path Coefficient and T-Statistics values for the effect of Effort Expectancy on Behavioral Intentions are 0.024 and 0.501, the effect of Social Influence on Behavioral Intentions are 0.033 and 0.678, the effect of Facilitating Conditions on Behavioral Intentions are 0.016 and 0.377, and the effect of Facilitating Conditions on Use Behavior are 0.024 and 0.608, which is less significant. While the Path Coefficient and T-Statistics values for Performance Expectancy on Behavioral Intentions are 0.257 and 4.204, Hedonic Motivation for Behavioral Intentions are 0.177 and 2,935, Habits for Behavioral Intentions are 0.413 and 6.835, Habits for Use Behavior are 0.564 and 9,461, and Behavioral Intentions on User Behavior are 0.127 and 2.150. Based on the research results, the performance of the application is good, users are satisfied and accustomed to using the PeduliLindungi application. However, there is still a need for improvement in the ease of using the application, socializing the use of the application, and there are still many people who do not have adequate devices.*

**Keywords** : PeduliLindungi, Behavioral Intention, UTAUT 2 (Unified Theory of Acceptance and Use of Technology 2), Use Behavior.