

**THE INFLUENCE OF PERCEIVED EASE OF USE,  
PERCEIVED USEFULNESS, PERCEIVED PRIVACY RISK,  
AND GOVERNMENT POLICY AND SUPPORT  
TOWARDS YOUNG ADULT'S USAGE INTENTION  
ON MOBILE HEALTH APPLICATION  
DURING COVID-19 PANDEMIC IN JAKARTA  
(Case Study on Halodoc Application)**

**THESIS**

**Proposed to Fulfill One of the Requirements to Achieve  
Undergraduate Degree**



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## STATEMENT OF ORIGINALITY

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Do herewith declare that the material contained in my thesis entitled: **“THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, PERCEIVED PRIVACY RISK, AND GOVERNMENT POLICY AND SUPPORT TOWARDS YOUNG ADULT’S USAGE INTENTION ON MOBILE HEALTH APPLICATION DURING COVID-19 PANDEMIC IN JAKARTA”** is original work performed by me and it’s under the guidance and advice of my faculty supervisor Dr. Janfry Sihite, SE, MSM. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement I made with real and I am willing to accept any action taken if later proved my promise is not really true.

Thus, I convey this statement letter was made with sincerity.

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## **ABSTRACT**

*This study aims to identify the perception of young adults during the COVID-19 pandemic that will influence their intention to use Halodoc application. This study examines factors from several theories such as Technology Acceptance Model and Theory Planned Behavior. The population of this research is young adults with an age range of 19-39 years, whether they have experienced or currently experiencing or have never experienced the COVID-19 symptoms, who are non-user yet know about Halodoc application. The sample used in this study was collected in around Jakarta with the total of 213 respondents. The sampling technique used is non probability and purposive sampling by using a quantitative descriptive approach. Analysis of the data used is statistical analysis in the form of SEMPLS. The results of this study indicate that perceived ease of use, perceived privacy risk, and government policy & support influence young adult usage intention of Halodoc application during this COVID-19 pandemic situation.*

*Keywords: Perceived Ease of Use, Perceived Usefulness, Perceived Privacy Risk, Government Support, Usage Intention.*

## **ABSTRAK**

Studi ini bertujuan untuk mengidentifikasi persepsi dewasa muda selama pandemic COVID-19, yang akan mempengaruhi niat mereka untuk menggunakan aplikasi Halodoc. Studi ini memeriksa faktor dari beberapa teori seperti Technology Acceptance Model and Theory Planned Behavior. Populasi dalam penelitian ini adalah kaum dewasa muda dengan rentang umur dari 19-39 tahun, baik yang pernah mengalami atau sedang mengalami atau tidak pernah mengalami gejala COVID-19, bukan pengguna tapi mengetahui aplikasi Halodoc. Sampel dalam penelitian ini dikumpulkan di Jakarta dengan total 213 responden. Teknik pengambilan sampel adalah non probability dan purposive sampling dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa persepsi kemudahan penggunaan, persepsi resiko privasi, dan kebijakan & dukungan pemerintah mempengaruhi niat penggunaan kaum dewasa muda terhadap aplikasi Halodoc selama pandemic COVID-19.

Kata kunci: Persepsi Kemudahan, Persepsi Kegunaan, Persepsi Resiko Privasi, Dukunan Pemerintah, Niat Penggunaan.

## PREFACE

Praise be to the Lord Jesus Christ for all His gracious, mercy blessings, and great love, that enables me to complete this thesis entitled: **“THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, PERCEIVED PRIVACY RISK, AND GOVERNMENT POLICY AND SUPPORT TOWARDS YOUNG ADULT’S USAGE INTENTION ON MOBILE HEALTH APPLICATION DURING COVID-19 PANDEMIC IN JAKARTA”**. This thesis is supposed to fulfill one of the requirements to achieve a Bachelor's Degree in the Faculty of Economics and Business, Management of the International Class Program Mercu Buana University.

I, as an author, realize as human beings in this report that we cannot separate from mistakes and shortcomings due to lack of knowledge and experience. The process of writing this report is inseparable from the guidance and meaningful support of many individuals, especially Janfry Sihite, Dr., SE, MSM as my thesis supervisor who has given me advice, motivation, guidance, encouragement of knowledge that is very valuable to the author. On this occasion, I would like to thank all those who have helped in the process of writing this research successfully, especially to:

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Finally, this thesis is far from being perfect, but it is expected that this research will be useful not only for the researcher, but also to the readers. For this reason, constructive thoughtful suggestion and critics are welcome to make this report better with all sincerity I would like to apologize if there are mistakes and flaws in this report, may God receive all their works and kindnesses. Amin.

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Jakarta, July 1st, 2020

Elvina Nathania Sharon Wardana

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