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Strategy of Technology Acceptance Model Utilization for Halodoc, a Telehealth Mobile Application with Task Technology Fit as Moderator Variable

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Abstract:- The emergence of the COVID-19 pandemic at the end of 2019 made changes in almost all life sectors. The uncontrolled spread of the virus has caused fear in society to visit doctors, hospitals, and other health facilities. This condition makes the presence of the Halodoc mobile application, which provides online consultation services, be an answer to the public's anxiety to keep getting services from medical personnel without having to meet face to face. Technology Acceptance Model (TAM) is one model to analyse the factors that influence the acceptance of new technology. This research aims to analyse the relationship between variables that affect Use Behavior related to the adoption of Telehealth Halodoc services in the Jabodetabek society. This research uses a quantitative approach with the causality research method. It is a research design to examine the causal relationship between variables. In this research, there is a moderator variable, namely Task Technology Fit. The data used in this research is data obtained from a questionnaire containing questions related to the variables used in the research using the proportional stratified random sampling technique. The results showed that all independent variables: Performance Expectancy, Social Influence, Ease of Use, and Task Technology Fit had a positive and significant effect on Use Behavior. However, the moderator variable Task Technology Fit weakens Performance Expectancy and Social Influence on some respondents. The results follow the theory that new technology can be accepted if it follows user needs, is easy to use, and has practical value for completing a job. However, it should still be necessary to develop and add application features and improve application design to make it more user-friendly.

Keywords:- *Technology Acceptance Model, Teleheath, Halodoc, Use Behavior, Task Technology Fit.*

I. INTRODUCTION

The emergence of the COVID-19 pandemic at the end of 2019 made changes in almost all sectors of life. The effects in businesses, companies, and organisations, but the COVID-19 pandemic also impacts human health. All countries in the world are implementing social distancing and physical restrictions to control the spread of the COVID-19 virus. Human activities are minimal, and most of all, daily activities are carried out online.

Some of the problems faced by the community in the health sector include the difficulty of getting information on health services, the length of time getting health services, long queues and uncertain waiting times in hospitals, especially regional hospitals and health centres (Simorangkir, 2016). In addition, the procedure for providing health services, which still seems complicated and confusing for some people, causes the handling of patients by health workers to be slow (Rahim, 2016).

In addition, the level of availability of general practitioners and specialists in the regions is still very lacking, so that people in remote areas still find it's not easy to find and get health service assistance (Mujiati & Yuniar, 2017).

Telehealth is the use of information and telecommunications technology to exchange health information and telecommunications to provide remote medical information and services. One application that is engaged in the Telehealth service is Halodoc. Telehealth usage spiked during the Covid-19 pandemic period.

With advances in technology that provide information on health services, it helps people find health service information easily, fast and flexible. In addition, technological advances will bring changes in human lifestyles that give birth to generations that prioritise effectiveness and efficiency in their behaviour and actions (Ngafifi, 2014). Therefore, telehealth services can improve the quality of patient health services.

Although the use of Telehealth provides enormous opportunities to improve health services, it is essential to develop a comprehensive strategy in terms of changing people's mindsets, communication infrastructure, organisational environment, environment, and economic environment.

II. LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is one of the models to analyse the factors that influence the acceptance

of an information system. The TAM model starts from the TRA theory - Theory of Reasoned Action (Marangunić & Granić, 2014). In 1975, Ajzen and Fishbein developed the Theory of Reasoned Action (TRA) to show how individual attitudes and subjective norms influence behavioural intentions. TRA establishes the relationship between a person's intentions and perceptions, norms, and attitudes (Alomary & Woollard, 2015). In 1986, Fred Davis proposed TAM as an adaptation of the TRA model.

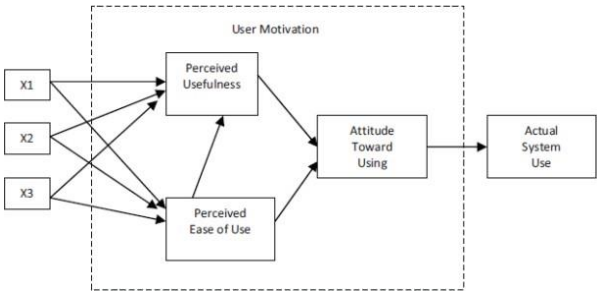

Figure 2. 1 Original TAM Model

After several revisions to the proposed model, the following is the final version developed by Venkatesh & Davis in 1996.

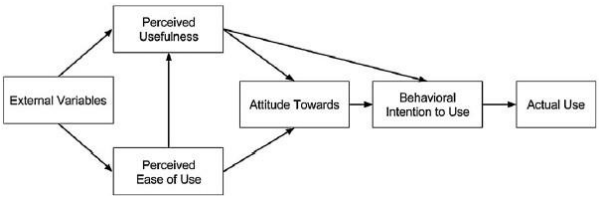

Figure 2. 1 Development of TAM Model

The following is the definition of the variable that Davis proposed:

1. Perceived Usefulness

David & Adams, 1989 and Nelson & Todd, 1992 define perceived usefulness as the level of a person's belief in using a particular subject that can benefit people who use it.

2. Perceived Ease of Use

Ease of use is a factor that can measure how much effort a person makes to use a technology (Davis, 1989). This factor also affects a person's intention and behaviour in using new technology.

3. Attitude Towards

Attitude Towards is a favourable feeling of a technology or application user towards a mobile application or technology (Nicolson et al., 2001). According to Kim & Park, 2005 and Al-Debei et al., 2013, attitudes toward a behaviour is an evaluation of individual behaviour, either positive or negative, that is relevant and consists of beliefs about the consequences that a person feels towards a behaviour.

4. Intention To Use

According to Davis et al., 1989, Intention to Use is a person's desire to perform certain behaviours that are considered correct. Meanwhile, according to Widyapraba et al., 2016, Intention to Use is an attitude or behaviour that tends to want to use technology. Therefore, intention to use shaws several factors including cultural, social, personal and psychological factors.

The following is the definition of the variables used in the research:

1. Performance Expectancy

Performance Expectancy is the extent to which users believe that using the system will help them meet their goals (Venkatesh et al., 2003). Many studies have proven that Performance Expectancy or perceived usefulness play a significant role in information systems.

2. Social Influence

The social influence parameter is critical to technological success (Martins et al., 2014). Social influence is another factor that affects the actual use of the system. It is the level of the user's perception of the public's influence on his decision to use the system (Venkatesh et al., 2003).

3. Effort Expectancy/ Ease of Use

Expectancy of effort or Ease of Use is the level of ease of use of the system. Therefore, this variable becomes a fundamental antecedent of technology adoption and use (Mutahar et al., 2016).

4. Task Technology Fit

Task-Technology Fit is a theory developed by Goodhue and Thompson in 1995. The theory explains that the ability of information technology to provide support for a job will affect the performance and utilisation of the technology.

III. RESEARCH MODEL AND HYPOTHESES

This research uses a quantitative approach with the causality research method. It is a research design to examine the cause-and-effect relationship between variables. In this research, there is a moderator variable, namely Task Technology Fit.

The target population in this research is people living in Jabodetabek who are the Halodoc mobile application users. The data used in this research is data obtained from a questionnaire containing questions related to the variables used in the research. Therefore, this research data is primary data, namely data obtained directly from respondents by providing a list of questions through a questionnaire to Halodoc users. The research uses a proportional stratified random sampling technique, which is a sampling technique in a heterogeneous population by taking samples from each sub-population whose number is adjusted to the number of members from each sub-population at random. The instrument used to measure the variables of this research was using a 5-point Likert scale.

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The research uses the data quality test method, evaluates the model using the Partial Least Square (PLS) method, and uses SmartPLS 3.0 software. PLS is an alternative method of Structural Equation Modeling (SEM).

Here are 5 variables used in this research:
a. Performance Expectancy (PE): Halodoc application helps achieve great benefits.
b. Social Influence (SI): social influence builds interest and recognition for using the Halodoc application.
c. Ease of Use (EU): The ease of application Halodoc builds the use of applications.
d. Task Technology Fit (TTF): The Halodoc application's benefits are meeting the needs and objectives. A moderator variable can strengthen or weaken the relationship between the dependent and independent variables, which can have a positive or negative influence.
e. Use Behavior (UB): Halodoc application usage behavior.

This research will reveal the relationship between 4 variables with seven hypotheses as follows:

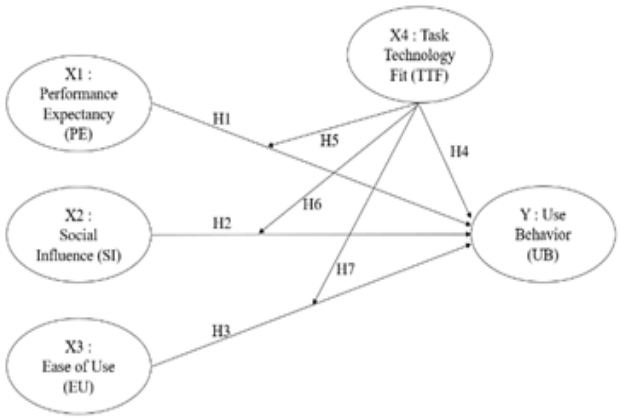

Figure 3.1 Research Hypothesis

The hypotheses in this research are:
a. H1: Does Performance Expectancy (PE) affect Use Behavior (UB)
b. H2: Does Social Influence (SI) affect Use Behavior (UB)
c. H3: Does Ease of Use (EU) affect Use Behavior (UB)
d. H4: Does Task Technology Fit (TTF) affect Use Behavior (UB)
e. H5: Does Task Technology Fit (TTF) strengthen Performance Expectancy (PE) on Use Behavior (UB)
f. H6: Does Task Technology Fit (TTF) strengthen Social Influence (SI) on Use Behavior (UB)
g. H7: Does Task Technology Fit (TTF) strengthen Ease Of Use (EU) against Use Behavior (UB)

IV. DATA ANALYSIS & RESULTS

The data obtained from the questionnaire were 108 respondents. However, there are ten invalid data because respondents are outside Jabodetabek and do not upload Halodoc screenshots, so the total data processed is 98. The following is the classification of respondents based on gender, age and education.

Table 4.1 Respondent Profile

Sex	Respondent	Percentage
Male	44	45%
Female	54	55%
Total	**98**	**100%**
Age	**Respondent**	**Percentage**
20 - 35	48	49%
36 - 50	42	43%
> 50	8	8%
Total	**98**	**100%**
Education	**Respondent**	**Percentage**
Senior High School	8	8%
3-year diploma	4	4%
Bachelor Degree	61	62%
Master Degree	23	23%
Others	2	2%
Total	**98**	**100%**

Source: Research Survey Questionnaire

Below is the research construct model for the SEM (Structural Equation Modeling) method based on PLS (Partial Least Square).

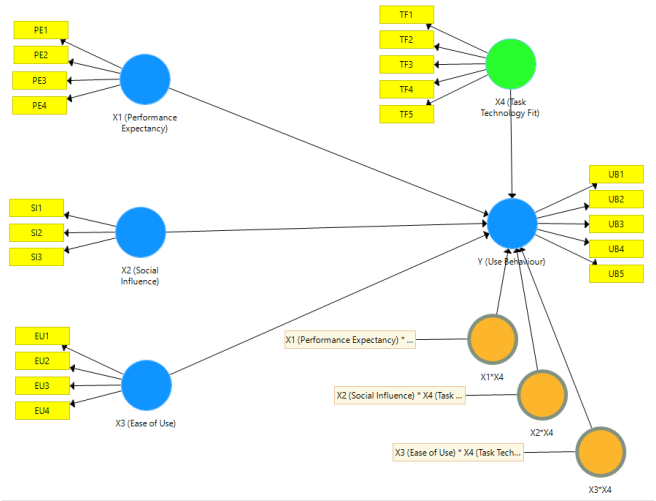

Figure 4.1 Research Construct Model

The following are the results of the analysis of the Data Quality Test & Evaluation of the Construct Model :

4.1 Data Quality Test

a. Validity Test

The validity test used in this research is to use the Convergent Validity Test & Discriminant Validity Test. The first stage is evaluating the outer model by looking at the results of the convergent validity test (Convergent Validity) by analysing the loading factor value. Question indicators in the questionnaire are high if the correlation is more than 0.50. Research meets the requirements of convergent validity of the indicators used in a construct are correlated. All the outer loadings of these indicators must be

statistically significant to ensure the feasibility of the model. The standard used for the outer loading value is 0.5.

Table 4.3 Convergent Validity

Variable	Average Variance Extracted (AVE)
X_1 (PE)	0.654
X_2 (SI)	0.731
X_3 (EU)	0.778
X_4 (TTF)	0.745
X_1*X_4	1
X_2*X_4	1
X_3*X_4	1
Y (UB)	0.665

Source: Data Processing with SmartPLS, 2021

From table 4.3 above, all indicators have met the requirements of convergent validity because all AVE values are above 0.5. Thus, all variables are valid for research.

Discriminant Validity Test is a step to determine whether the variables or indicators in the research have unique values and are only related to the variables or indicators themselves and not from variables or indicators beyond expectations. There are 2 (two) stages to know a good model of discriminant validity: the results of the Fornell Larcker Criterion and Cross Loading.

The first method is to measure the Fornell Larcker Criterion. To get a good Discriminant Validity from a research model, the value of the AVE on the construct must be higher than the correlation of the construct with other latent variables. The results of the Fornell Larcker Criterion obtained in this research can be seen in the following table:

Table 4.4 Fornell Larcker Criterion

Variabel Manifest	Variable Laten							
	X_1 (PE)	X_1*X_4	X_2 (SI)	X_2*X_4	X_3 (EU)	X_3*X_4	X_4 (TTF)	Y (UB)
X_1 (PE)	0.809							
X_1*X_4	-0.221	1						
X_2 (SI)	0.151	0.131	0.855					
X_2*X_4	0.165	-0.056	0.390	1				
X_3 (EU)	0.671	-0.373	0.036	0.200	0.882			
X_3*X_4	-0.27	0.845	0.115	-0.169	-0.438	1		
X_4 (TTF)	0.782	-0.284	0.158	0.217	0.752	-0.351	0.863	
Y (UB)	0.685	-0.169	0.321	0.255	0.635	-0.144	0.747	0.815

Source: Data Processing with SmartPLS, 2021

The table shows that all correlations between variables and the variables themselves (e.g. correlation X1 with X1 0.809) have a higher value than the correlation between these variables and other variables (correlation X1 with X2 0.151, correlation X1 with X3 0.671, etc.)

The discriminant validity test result concludes that the data model tested has met the requirements or criteria. In addition, it shows evidence that the construct in the model has good discriminant validity.

b. Reliability Test

In order to test the reliability of the model, it uses the Cronbach Alpha value. Specifically, the acceptable Cronbach Alpha value in the research is in the range of 0.60 - 0.70 (Hair, 2014). Therefore, a construct is said to have high reliability if the value is 0.70.

Below is Cronbach Alpha values calculated using SmartPLS :

Table 4.7 Cronbach Alpha

Variable	Cronbach Alpha
X_1 (PE)	0.823
X_2 (SI)	0.820
X_3 (EU)	0.903
X_4 (TTF)	0.914
Y (UB)	0.874
X_1*X_4	1
X_2*X_4	1
X_3*X_4	1

Source: Data Processing with SmartPLS, 2021

All constructs are reliable based on the table above because they have a Cronbach Alpha value above 0.70. Thus, all variables in this research model are very reliable.

Based on the Validity & Reliability Test conducted, this research has good Convergent Validity, good Discriminant Validity and good Cronbach Alpha.

4.2 Evaluation of Structural Model

Structural Model (Inner Model) Testing shows the relationship between the construct, significance value, R-square, and the research model. This model uses R-square for the dependent construct of the T-test and the significance of the coefficients of the structural path parameters. The process of assessing the research model with PLS begins by looking at the R-square for each latent dependent variable. The following table is the result of the R-square estimation using SmartPLS.

Table 4.8 R-Square Value

	R Square	R Square Adjusted
Y (*Use Behavior*)	0.666	0.640

Source: Data Processing with SmartPLS, 2021

Based on Table 4.8 above, the R-Square value for the Use Behavior variable is 0.666. These results indicate that 66.6% of the Use Behavior variable is influenced by Performance Expectancy, Social Influence & Ease of Use, while other variables outside the research influence 33.4%.

Next, we analyse the relationship between variables and moderator variables, whether they have a positive or negative relationship based on the results of the analysis of the Path Coefficient value from SmartPLS as follows:

Table 4.9 Path Coefficient Value

Variable	Y (Use Behavior)
X_1 (Performance Expectancy)	0.197
X_2 (Social Influence)	0.181
X_3 (Ease of Use)	0.214
X_4 (Task Technology Fit)	0.446
X_1*X_4	-0.172
X_2*X_4	0.055
X_3*X_4	0.186

Source: Data Processing with SmartPLS, 2021

From the table 4.9 above, all X variables have a positive effect on Y except for the moderator variable X1 (Performance Expectancy) * X4 (Task Technology Fit) on Y (Use Behavior).

4.3 Hypothesis test

Hypothesis testing is carried out based on the Inner Model (structural model) test, including R-Square output, parameter coefficients and T-Statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. Hypothesis testing with the SEM PLS method shows performing a bootstrapping process. The relationship between exogenous variables' influence on endogenous variables has a significant effect if the T-Statistic value is > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. Figure 4.2 shows the results of this research model, and the value of testing the hypothesis of this research can be shown in Table 4.10 as follows:

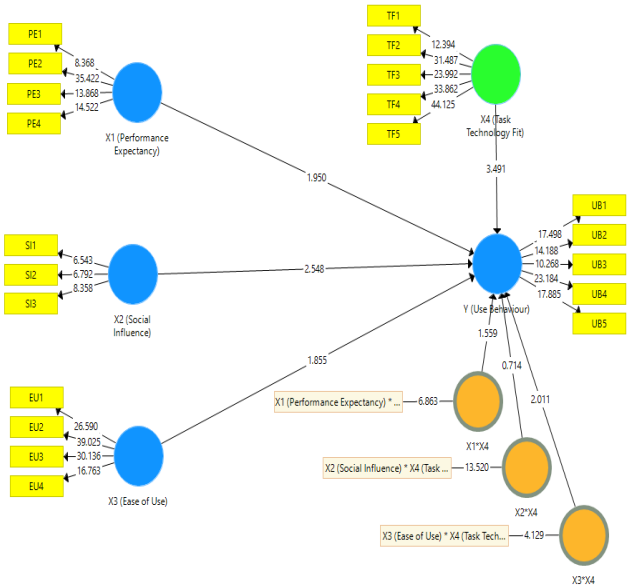

Figure 4.2 SmartPLS bootstrapping

The following is a table of Hypothesis testing using SmartPLS 3.0:

	Beta Coefficient (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Significance Level
X_1 (PE) -> Y (UB)	0.197	0.200	0.104	2.014	0.058	S
X_2 (SI) -> Y (UB)	0.181	0.170	0.070	2.547	0.011	S
X_3 (EU) -> Y (UB)	0.214	0.202	0.107	2.005	0.045	S
X_4 (TTF) -> Y (UB)	0.446	0.456	0.120	3.637	0	S
X_1*X_4 -> Y (UB)	-0.172	-0.160	0.101	1.710	0.090	NS
X_2*X_4 -> Y (UB)	0.055	0.059	0.072	0.713	0.448	NS
X_3*X_4 -> Y (UB)	0.186	0.158	0.092	2.171	0.044	S

Table 4.10 Hypothesis Test Results
Source: Data Processing with SmartPLS, 2021

Remarks :
S : Significant
NS : Not Significant

In the PLS method, hypothesis testing of each hypothesised variable is using simulation. In this case, testing with bootstrap is to minimise the problem of abnormal research data. The results of hypothesis testing by bootstrapping with SmartsPLS are as follows:

a. H1: X1 (Performance Expectancy) has a positive effect on Y (Use Behavior)

The first hypothesis tests whether X1 (Performance Expectancy) has a positive or negative effect on Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X1 (Performance Expectancy) to Y (Use Behavior) is 0.197, and the t-statistic is 1.900. Because the t-statistic value is > 1.96, it means that X1 (Performance Expectancy) has a positive & significant effect on Y (Use Behavior) using the Halodoc application. Therefore, H1 is accepted.

b. H2: X2 (Social Influence) has a positive effect on Y (Use Behavior)

The second hypothesis tests whether X2 (Social Influence) positively or negatively affects Y (Use Behavior) using the Halodoc application. The test results show that the beta coefficient of X2 (Social Influence) on Y (Use Behavior) is 0.181, and the t-statistic is 2.586. Because the t-statistic value is > 1.96, it shows that X2 (Social Influence) has a positive & significant effect on Y (Use Behavior) using the Halodoc application. Therefore, H2 is accepted.

c. H3: X3 (Ease of Use) has a positive effect on Y (Use Behavior)

The third hypothesis tests whether X3 (Ease of Use) positively or negatively affects Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X3 (Ease of Use) to Y (Use Behavior) is 0.214, and the t-statistic is 2.005. Because the t-statistic value is >1.96, it shows that X3 (Ease of Use) has a positive & significant effect on Y (Use Behavior) using the Halodoc application. Therefore, H3 is accepted.

d. H4: X4 (Task Technology Fit) has a positive effect on Y (Use Behavior)

The fourth hypothesis tests whether the moderator variable X4 (Task Technology Fit) has a positive or negative effect on Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X3 (Ease Of Use) against Y (Use Behavior) of 0.446 and the t-statistic of 3.707. Because the t-statistic value is >1.96, it means that the moderator variable X3 (Ease Of Use) has a positive & significant effect on Y (Use Behavior) using the Halodoc application. Therefore, H4 is accepted.

e. H5: X4 (Task Technology Fit) as a moderator variable strengthens the X1 (Performance Expectancy) against Y (Use Behavior)

The fifth hypothesis tests whether the moderator variable X4 (Task Technology Fit) strengthens the X1 (Performance Expectancy) variable against Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X1 (Performance Expectancy) * X4 (Task Technology Fit) to Y (Use Behavior) of -0.172 and t-statistics of 1.700. Because the t-statistic value <1.96, it can be concluded that the moderator variable X4 (Task Technology Fit) weakens the relationship between X1 (Performance Expectancy) and Y (Use Behavior). Therefore, H5 is rejected.

f. H6: X4 (Task Technology Fit) as a moderator variable strengthens the X2 (Social Influence) on Y (Use Behavior)

The sixth hypothesis tests whether the moderator variable X4 (Task Technology Fit) strengthens the X2 (Social Influence) variable on Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X2 (Social Influence) * X4 (Task Technology Fit) to Y (Use Behavior) of 0.055 and t-statistics of 0.760. Because the t-statistic value <1.96, it can be concluded that the moderator variable X4 (Task Technology Fit) weakens the relationship between X2 (Social Influence) and Y (Use Behavior). Therefore, H6 is rejected.

g. H7: X4 (Task Technology Fit) as a moderator variable strengthens the X3 (Ease Of Use) against Y (Use Behavior)

The seventh hypothesis tests whether the moderator variable X4 (Task Technology Fit) strengthens the X3 (Ease of Use) variable against Y (Use Behavior) using the Halodoc application. The test results show the beta coefficient of X3 (Ease of Use) * X4 (Task Technology Fit) to Y (Use Behavior) of 0.186 and t-statistics of 2.021. Because the t-statistic value is >1.96, it means that the moderator variable X4 (Task Technology Fit) strengthens the relationship between X3 (Ease of Use) and Y (Use Behavior). Therefore, H7 is accepted.

V. DISCUSSION

The results show that Performance Expectancy (PE), Social Influence (SI) and Ease of Use (EU) affect the intention to use the Halodoc application. In addition, the moderator variable from Task Technology Fit (TTF) has two functions: strengthens or weakens the three variables on Use Behavior (UB).

The PE (Performance Expectancy) variable has a positive and significant influence on UB (Use Behavior) using the Halodoc application. The results of this research are in line with previous research conducted by Iqbal & Bhatti, 2015. The variables Perceived Usefulness (Performance Expectancy) and Perceived Ease of Use (Effort Expectancy) showed a positive impact on Use Behavior in adopting the use of M-learning. These findings suggest that adopting a new system (M-learning) depends on the perception that this system will result in improved performance. The same result with a research conducted by Basak et al., 2015 where doctors can well receive PDA technology referred to the positive relationship between Perceived Usefulness (Performance Expectancy) and Perceived Ease of Use (Effort Expectancy) on Behavioral to Use. Based on previous research, it shows that application users have a solid intention to use Halodoc. It is because respondents meet their consultation needs regarding online health problems by utilising various available features. Halodoc can provide benefits to users with various conveniences offered quickly, precisely and accurately.

Another finding from this research shows that SI (Social Influence) also has a positive & significant influence on behavioural intentions to use Halodoc. The results of this research are in line with the results of research conducted by Muk & Chung, 2015 where social influence directly affects Americans' attitudes toward SMS ad acceptance and perceived usefulness mediates the effect of perceived ease of use on respondents' attitudes in America. However, this does not apply to Koreans where social influence and perceived ease of use do not affect Koreans. A similar research by Gupta & Arora, 2020 involved six variables that influence Behavioral to Use: Effort Expectancy, Perceived Usefulness (Performance Expectancy), Social Influence, Facilitating Conditions, Hedonic Motivation, and Habit. This research shows that Social Influence does not have a significant effect on the use of the Mobile Payment System. However, based on the previous research, social influence has a positive and significant effect on using the Halodoc application. Fourthly % of respondents are primarily millennials aged 20-35 years and have an undergraduate education level of 62%. This data is very relevant to the research results because at a young age who use technology in their daily lives generally have a high curiosity and try new applications. It means the better the influence of social factors as indicated by the amount of support from the surrounding environment in convincing someone to use the Halodoc application and can affect a person's intention to use the Halodoc application.

Another variable, EU (Ease of Use), also has a positive and significant influence on the use of the Halodoc application. In line with research conducted by Basak et al., 2015, the result proves that doctors can well receive PDA technology, one of which is the Ease-of-Use factor obtained, so that doctors can feel the benefits of working get results that benefit them. The analysis results for the research

results of respondents using the Halodoc application show that the Halodoc application is simple, flexible, and easy to use. Various features provided by Halodoc service providers make people tend to adopt new technology more quickly, especially during this pandemic. The ease of use of information and health services through the Telehealth application is the best choice instead of having to come and queue at hospitals or other health facilities such as clinics which can pose a risk of contracting the Covid-19 virus.

Of the four variables, TTF (Task Technology Fit) is the most significant variable affecting UB (Use Behavior). The research is in line with research conducted by Isaac et al., 2019, where TTF (Task Technology Fit) has the highest t-Statistic value among the four other variables: Performance Expectancy, Effort Expectancy, Social Influence Facilitating Conditions that affect employee interest. In using the internet, the higher the suitability of internet technology with employee interests, the higher the use of the internet that supports employee performance improvement. Thus, it shows that the suitability of technology to complete tasks is the most dominant and influential factor in consumer decisions to adopt and use the Telehealth Halodoc application.

However, when TTF (Task Technology Fit) is in conjunction with PE (Performance Expectancy), it weakens the Halodoc application's behaviour. The result is contrary to previous research conducted by Isaac et al., 2019 which showed that if employees perceive the internet as a helpful tool, it will automatically increase the duration and frequency of internet use. Meanwhile, in research on users of the Halodoc application, some users think that the Halodoc application has not been able to meet user performance expectations. The result shows that 43% of respondents are aged 36-50 years old, and 8% are over 50. The results indicate that the Halodoc application is not yet user-friendly and easy to use for some respondents, for respondents in late adulthood (36-45 years) and early old age (46-55 years). So it cannot provide the benefits of achieving the desired results in meeting health needs.

The same thing also happened when the moderator variable TTF (Task Technology Fit) was correlated with SI (Social Influence), weakening the Halodoc application's behaviour. This finding is not in line with previous research conducted by Isaac et al., 2019 where social influence positively impacts internet use. On the other hand, the findings in this research are different from the results of research on users of the Halodoc application. Adopting new technology is not easy because it requires some adaptations and absorption from all parties who use it. This result shows that the application's decision does not show social influences building interest and introduction to the Halodoc application. However, the Covid, 19 pandemic forces people to inevitably use technology to connect with doctors and medical staff virtually.

The result was different when TTF (Task Technology Fit) is correlated with EU (Ease of Use). It strengthens the behaviour of using the Halodoc application. The research is in line with research conducted by Wu & Chen, 2017. Technology suitability is mediated by the perceived ease of use in research conducted on students in China using the MOOCs (Massive Open Online Courses) online course platform. The same results are from research on Halodoc application users, so it shows that the success of implementing new technology is very dependent on the ease of use of the application for users and how users can maximise the use of the technology used.

Most of the factors that influence the behaviour of using Halodoc have been tested using TAM theory. This research has helped better explain the Halodoc application's acceptance and its use in the Jabodetabek community. Therefore, the results mentioned in this research follow the theory that describes that new technology can be accepted if it is under user needs, is easy to use and has practical value for completing a job.

VI. CONCLUSION

Based on the results of data analysis, hypothesis testing, discussion and research findings, the following conclusions are:

1. Performance Expectancy has been proven to have a positive and significant effect on the Use Behavior of the Halodoc application. The result shows that using the Halodoc application can help achieve significant benefits in meeting the online consultation needs related to health problems.
2. Social Influence has been proven to have a positive and significant influence on the Use Behavior of the Halodoc application. Social media's strong use of social influence provides significant results, especially for introducing new technologies. The better the influence of social factors can convince someone to use new technology.
3. Ease of Use has been proven to have a positive and significant effect on the Use Behavior of the Halodoc application. The result means that the Halodoc application is widely used because the technology is simple, flexible, and easy to use. The ease of use of the application is a strong reason for people to use Halodoc services continuously.
4. Task Technology Fit was proven to have a positive and significant effect on the Use Behavior of the Halodoc application. As a result, Halodoc's presence in the community is acceptable because technology's suitability to complete tasks is the most dominant factor and influences consumer decisions to adopt new technology.
5. Task Technology Fit was proven to weaken the Performance Expectancy on the Use Behavior of the Halodoc application. The result can happen because the features offered by Halodoc have not fully met the expectations of application users.
6. Task Technology Fit was proven to weaken the Social Influence variable on the Use Behavior of the Halodoc application. As a result, the decision to use the application is not entirely because of the social influence of building interest in an introduction to the use of the Halodoc application.
7. Task Technology Fit was proven to strengthen the Ease of Use variable on the Use Behavior of the Halodoc

application. The result means that the success of implementing new technology is very dependent on the ease of use of the application for the user and how the user can maximise the use of the technology.

LIMITATION & FUTURE RESEARCH

This research aims to analyse the factors that influence the user behaviour (Use Behavior) of the Halodoc application. Information technology is useful when the user is interested in using the information system because someone's belief in using a system can provide solutions to the problems faced by someone. Although this research has reported exciting findings, there are still some limitations to the research. One of them is the R-Square value for the Use Behavior variable of 66.6% because it only uses four variables. In addition, there are still several other independent variables that affect a person's intention to use Telehealth applications, such as Halodoc.

Based on the description of some of the limitations in this research, the authors suggest several things to improve future research. First, regarding the number of variables used in the research, the authors suggest that future studies include other variables in the research model. Second, it should develop several features and application design to make it more user friendly, especially for non-productive ages in terms of menu structure & navigation, a more intuitive design, prioritising aesthetics and user experience.

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APPENDIX

Questionaire

Construct	Items	Measurement item	Source
Performance Expectancy (PE)	PE1	1. The Halodoc application allows me to visit a doctor without having to go to a health facility	Isaac et al., 2019
	PE2	2. The Halodoc application saves time but is appropriate to use	Isaac et al., 2019
	PE3	3. The Halodoc application makes it easy for me to select and schedule appointments with preferred Doctors	Isaac et al., 2019
	PE4	4. The Halodoc application quickly provides a solution for my health	Isaac et al., 2019
	PE5	5. The Halodoc application improves the quality of my health	Isaac et al., 2019
Social Influence (SI)	SI1	1. I know the Halodoc application from family information	Isaac et al., 2019
	SI2	2. I know the Halodoc application from friend's information	Isaac et al., 2019
	SI3	3. I know the Halodoc application from the information of Colleagues	Isaac et al., 2019
	SI4	4. I know the Halodoc application from social media	Isaac et al., 2019
	SI5	5. Other people want me to use the Halodoc application	Isaac et al., 2019
Ease Of Use (EU)	EU1	1. The Halodoc application is easy to use	Zhou et al., 2019
	EU2	2. The Halodoc application features is easy to understand	Zhou et al., 2019
	EU3	3. Very flexible using the Halodoc application	Eraslan Yalcin & Kutlu, 2019
	EU4	4. The Halodoc app makes it easy for me to view my medical records	Eraslan Yalcin & Kutlu, 2019
	EU5	5. The Halodoc app is easy to learn even for elderly	Zhou et al., 2019
Task Technology Fit (TTF)	TTF1	1. The Halodoc application makes it easy for me to choose and schedule appointments with preferred Doctors	Isaac et al., 2019
	TTF2	2. I like the features provided by Halodoc because it can meet my expectations of meeting my health needs	Isaac et al., 2019
	TTF3	3. When I make a request for service or assistance, the Halodoc app responds to my request in a timely manner.	Isaac et al., 2019
	TTF4	4. I am satisfied with the level of expertise of the doctor consultation service I received from Halodoc.	Isaac et al., 2019
	TTF5	5. Based on my previous experience, I will use Halodoc consulting services in the future	Isaac et al., 2019
Use Behavior (UB)	UB1	1. I will receive medical services through the Halodoc telehealth service	Zhou et al., 2019
	UB2	2. I want to use more Halodoc features	Basak et al., 2015
	UB3	3. I will use the Halodoc application as often as possible	Basak et al., 2015
	UB4	4. I will continue to use the Halodoc app as the first choice	Zhou et al., 2019
	UB5	5. I will share information & recommend the Halodoc application to others	Basak et al., 2015