

ABSTRACT

The level of internet user in the world is increasing. 52.92% of the world population is an active user of the internet. In Indonesia alone 54.68% of its people are connected to the internet according to a 2017 research. Indonesia is a part of many Asian countries that has shown growth of digital health services. Indonesia's large population also makes it one of many potential countries to provide HealthTech services.

Hence the reason why a lot of local businessman are taking part in the opportunity to participate in launching HealthTech services of their own. Alodokter is and Indonesian service-based startup in the field of healthcare and the number one HealthTech service in the world. Therefore, Alodokter has to be able to develop what is needed in order to maintain the company's superior performance and attract more users in the near future.

This study measures the assessment and interest of Alodokter's users using the modified UTAUT2 research method where researchers analysed the variables of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Content and Trust Information on Continuance Intention.

The data in this research was obtained from the distribution of online questioners to successfully collect valid respondents of Alodokter's Users in Indonesia, which totalled to about 406 respondents with ages ranging from 15 – 60 years old. All the data that is collected has met the valid and reliability criteria. To test the validity and reliability, the researcher used SPSS version 21 software. In addition, the researcher used Structural Equation Modelling (SEM) using smartPLS version 3.0 software to test the hypothesis.

The results of this study prove that there are 4 variables that have a significant effect on Continuance Intention, namely Trust Information, Habit, Content, and Performance expectancy. and the results of Age moderation variables influence Habit variables on Continuance Intention and variable Performance Expectancy for Continuance Intention. While the Gender moderator variable does not have a significant effect on the variables found in the UTAUT2 model.

By obtaining the 4 most influential variables on Continuance Intention, it is expected that Alodokter can develop these factors in order to maintain the company's superior performance and add more users in the future.

Keyword : Alodokter, E-Health, HealthTech, UTAUT2