

ABSTRACT

This study analyzes the acceptance of the child-monitoring health application using the Theory of Planned Behavior (TPB) model. Given the importance of early childhood growth phases and nutritional challenges in Indonesia, such as stunting, wasting, overweight, and underweight, the government has developed an application to assist healthcare workers and community health volunteers (PKK) in monitoring and managing child nutrition. However, the acceptance of this application remains low due to various barriers such as limited internet access, low digital literacy, and the application not fully meeting user needs. This study aims to analyze the extent to which the child-monitoring health application is accepted using TPB, focusing on factors influencing application adoption. Data were collected through questionnaires from healthcare workers and PKK volunteers at Posyandu and analyzed using the SeminR package in R-Studio. The results of the measurement model analysis show that the indicators are valid and reliable, with indicator values ranging from 0.70 to 0.90 for convergent validity and good internal consistency reliability. The structural model analysis reveals that attitude toward behavior (ATT) significantly influences behavioral intention (BI) with a path coefficient of 0.344 and a T-statistic of 4.091. Subjective norms (SN) significantly influence BI with a path coefficient of 0.151 and a T-statistic of 2.110, while perceived behavioral control (PBC) toward BI has a path coefficient of 0.426 and a T-statistic of 4.806. The influence of BI on actual behavior (B) has a path coefficient of 0.386 and a T-statistic of 4.608, while PBC toward B shows a path coefficient of 0.489 and a T-statistic of 5.966. To improve the acceptance of this application, proposed solutions include enhancing internet access in remote areas, providing digital literacy training for users, and developing an application that better suits the needs of healthcare workers and PKK volunteers.

Keywords: *Application acceptance, Theory of Planned Behavior, Child-Monitoring health, child nutrition, Digital literacy, Technological solutions.*