

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Berdasarkan hasil analisis SEM-PLS, *Trust* berpengaruh positif signifikan terhadap PU. Hal ini menunjukkan bahwa semakin tinggi kepercayaan mahasiswa terhadap Halodoc, semakin tinggi pula persepsi manfaat yang dirasakan. Namun, *Trust* tidak berpengaruh signifikan terhadap BI. Dengan demikian, *Trust* dalam penelitian ini lebih berperan dalam membentuk PU daripada secara langsung mendorong niat penggunaan layanan Halodoc.

PR berpengaruh negatif signifikan terhadap BI, tetapi tidak berpengaruh signifikan terhadap PU. Temuan ini menunjukkan bahwa kekhawatiran terhadap risiko, seperti keamanan data, privasi, dan kemungkinan kesalahan diagnosis, dapat menurunkan niat mahasiswa untuk menggunakan layanan Halodoc. Akan tetapi, risiko yang dirasakan tidak terbukti berpengaruh signifikan terhadap persepsi mahasiswa mengenai manfaat layanan Halodoc.

PEOU tidak berpengaruh signifikan terhadap PU maupun BI. PU juga tidak berpengaruh signifikan terhadap BI. Temuan ini menunjukkan bahwa kemudahan penggunaan dan persepsi manfaat belum menjadi faktor utama yang mendorong niat mahasiswa untuk menggunakan layanan Halodoc. Dalam penelitian ini, PR menjadi satu-satunya variabel yang terbukti berpengaruh signifikan terhadap BI, sedangkan *Trust* terbukti berpengaruh signifikan terhadap PU.

Secara keseluruhan, hasil penelitian menunjukkan bahwa niat mahasiswa dalam menggunakan layanan telemedicine Halodoc lebih dipengaruhi oleh PR dibandingkan oleh PU dan PEOU. Oleh karena itu, strategi pengembangan layanan telemedicine perlu diarahkan pada pengurangan risiko yang dirasakan pengguna, penguatan kepercayaan terhadap platform, serta peningkatan fungsionalitas dan manfaat nyata aplikasi.

B. Saran

Berdasarkan hasil penelitian dan kesimpulan yang diperoleh, terdapat beberapa saran yang dapat diberikan sebagai berikut:

1. Untuk pengembang Halodoc:
 - a. Halodoc disarankan untuk meningkatkan kepercayaan pengguna melalui kualitas tenaga medis, keamanan data, dan integritas platform.
 - b. Halodoc perlu mengurangi risiko yang dirasakan pengguna melalui transparansi layanan, proteksi data, dan jaminan keandalan konsultasi.
 - c. Tingkatkan fungsionalitas aplikasi, termasuk akses cepat, pemantauan kesehatan, dan kemudahan layanan farmasi.
2. Untuk peneliti selanjutnya :
 - a. Penelitian berikutnya dapat mempertimbangkan penambahan variabel yang berpotensi memengaruhi niat penggunaan layanan telemedicine, seperti pengalaman penggunaan, biaya layanan, kualitas sistem, pengaruh sosial atau kebutuhan kesehatan pengguna lainnya.
 - b. Gunakan sampel yang lebih beragam atau kelompok usia dan latar belakang pengguna yang lebih beragam.
3. Untuk akademisi
 - a. Model TAM yang dimodifikasi dengan *Trust* dan PR dapat dijadikan referensi untuk penelitian layanan telemedicine lain.
 - b. Temuan ini menekankan pentingnya memasukkan faktor psikologis dan fungsional dalam adopsi teknologi digital, bukan hanya kemudahan penggunaan.

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