

The Effects of Perceived Usefulness and Ease of Use on Intention to Use Halodoc Telemedicine: The Mediating Role of Attitude

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ABSTRACT

Purpose – The digital transformation in the healthcare sector has driven the increasing adoption of telemedicine platforms as a modern health communication medium. Advances in information and communication technology have made healthcare services more accessible, convenient, and efficient for the public. This study aims to examine the influence of Perceived Usefulness and Perceived Ease of Use on the Intention to Use Halodoc telemedicine, with Attitude Toward Using as a mediating variable, based on the Technology Acceptance Model (TAM) framework proposed by Davis.

Method – This study employed a quantitative method with an explanatory approach. Data were collected through questionnaires distributed to followers of the official @Halodoc Instagram account. A total of 400 respondents were selected using the Slovin formula with a convenience sampling technique. The collected data were analyzed using Structural Equation Modelling-Partial Least Squares (PLS-SEM).

Findings – Perceived Usefulness has a positive and significant effect on both Intention to Use and Attitude Toward Using. Perceived Ease of Use has a positive but insignificant effect on Intention to Use, yet shows a positive and significant effect on Attitude Toward Using. Attitude Toward Using has a positive and significant effect on Intention to Use and successfully mediates the relationship between both Perceived Usefulness and Perceived Ease of Use toward Intention to Use, highlighting the central role of user attitude in telemedicine acceptance behavior in Indonesia.

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INTRODUCTION

Digital transformation is a global phenomenon that has significantly reshaped various aspects of human life, including the healthcare sector. The advancement of information and communication technology has given rise to efficient, effective, and high-quality health services encompassing hospital administration, electronic medical records, telemedicine, hospital management information systems (HMIS), and data-based decision making (Maulaningrum et al., 2025).

In recent years, digital transformation in the healthcare sector has become an increasingly prominent issue. Prior to the digital era, people living in areas with limited healthcare infrastructure frequently encountered difficulties in accessing health services. These limitations resulted in suboptimal service delivery, such as long patient queues and errors in medical record documentation by healthcare personnel. This situation subsequently drove a shift in which the public began transitioning from conventional face-to-face healthcare services to technology-based alternatives (Alvianty et al., 2025).

The development of information and communication technology has transformed the way humans work, learn, communicate, and interact with their environment. Digital transformation has given rise to numerous innovations, one of which is telemedicine, which makes access to healthcare services more practical and efficient. Telemedicine refers to the utilization of technology to deliver healthcare services remotely, encompassing medical consultations, diagnosis, treatment, and patient health monitoring (Rusli & Nadila, 2025).

The use of information and communication technology (ICT) in the healthcare sector not only facilitates interactions between doctors and patients but also enables physicians to obtain information more quickly and accurately. This development is reflected in the increasingly widespread use of digital health services that support real-time patient monitoring, more systematic electronic medical consultations, and various other forms of digital healthcare delivery (Hutagalung et al., 2024).

During the COVID-19 pandemic, telemedicine services experienced exceptionally rapid growth and were widely utilized as a medium for remote consultation by healthcare professionals, temporarily replacing conventional face-to-face services. The pandemic heightened public interest in telemedicine, as evidenced by a usage increase of approximately 600% in 2022. Between 2020 and 2021, the number of telemedicine users also grew by around 30%, indicating a significant behavioral shift in how the public utilizes healthcare services (Mizaniah et al., 2024).

The World Health Organization (WHO) has likewise encouraged the use of telemedicine as a strategy to expand access to healthcare in developing countries (Adinda & Jamal, 2025). Globally, telemedicine has been proven to extend the reach of health services, particularly in areas that are difficult to access. The service offers numerous benefits, including improved access to healthcare, faster service delivery, enhanced patient satisfaction and engagement, meeting care demand, and reduced costs (Maharani et al., 2024).

This development is inseparable from the high level of internet usage in Indonesia, which serves as a critical enabler for the growth of digital health services. The Indonesian Internet Service Providers Association (APJII) reported that in 2023-2024, the number of internet users in Indonesia reached approximately 215 to 221 million people, equivalent to roughly 78% to 79.5% of the total population. This data indicates that the majority of the population is now

connected to the digital space and increasingly accustomed to using technology in their daily activities (APJII, 2024). This condition opens up significant opportunities for the development of technology-based health services, particularly telemedicine.

In Indonesia, various telemedicine services have emerged and grown, including Halodoc, Alodokter, KlikDokter, Good Doctor, and YesDok (Hapsari, 2023). Among these, Halodoc occupies the most dominant position in terms of usage. Based on a survey by the Katadata Insight Center (KIC), Halodoc was recorded as the most widely used telemedicine service, with 46.5% of users selecting it as their primary platform for online health consultations. The second position was held by Alodokter at 35.7%, followed by KlikDokter at 15.5%, while other services such as Good Doctor and YesDok fell below 15% (Samad et al., 2025).

In 2021, the number of active users of Halodoc telemedicine reached 20 million, making it the most preferred service in Indonesia, with coverage spanning the entire country, including remote areas such as Aceh, Nusa Tenggara, Maluku, and Papua (Prastiti et al., 2024). In addition, Halodoc ranks second in the medical category on both the App Store and Play Store, with more than 250,000 ratings and an average score of 4.9 out of 5 stars (Nurdilla et al., 2025).

Halodoc was first launched in 2016 with the goal of providing faster and more practical access to healthcare services. Over the course of its development, Halodoc telemedicine has received numerous accolades. Notably, based on a report by Ivosights, Halodoc recorded a total digital engagement index of 86.54, reflecting a significant increase from the previous year's figure of 81.13 (Nurdilla et al., 2025).

The company operates under the tagline "Simplifying Healthcare" as a commitment to providing convenience and excellent service to the public online, 24 hours a day, throughout Indonesia. Through a single application, Halodoc telemedicine offers a wide range of digital health services, including online doctor consultations via chat, phone, and video call features, online medicine purchases with prescriptions delivered directly to users' homes, laboratory examination and home immunization services, and partnerships with various insurance companies (Saputra & Dewi, 2022). Halodoc telemedicine also provides a wide range of specialist doctors and has more than ten thousand registered physicians (Sabina et al., 2024).

Despite the widespread use of telemedicine, several challenges have emerged. One of the primary challenges is the reduction in face-to-face interactions between doctors and patients, which may limit opportunities for direct physical examination and personal interaction. This limits the conduct of direct physical examinations that are in fact essential for establishing diagnoses and making medical decisions. Moreover, the reduced face-to-face interaction also diminishes the completeness of communication cues, which play an important role in building mutual understanding, thereby creating risks and the potential for miscommunication between doctors and patients (Prayuki et al., 2025).

Beyond this, several other challenges continue to affect the utilization of telemedicine services. Limitations in digital infrastructure and the uneven quality of internet access mean that remote consultation processes cannot always proceed optimally, even though internet speed has been demonstrated to influence telemedicine usage in Indonesia (Ongko & Tan, 2023). Furthermore, the level of digital literacy among certain segments of the public and healthcare workers remains relatively low, particularly with regard to the use of technology-based health services and understanding of personal data protection (Sundoro et al., 2025).

The shift in healthcare-seeking behavior toward telemedicine reflects a growing societal trust in the platform as a preferred alternative to conventional face-to-face services. This phenomenon aligns with the theoretical basis for user acceptance of technology as articulated by Davis (1989) through the Technology Acceptance Model (TAM). TAM is a reasoned action-based model premised on the assumption that technology acceptance by users is determined by two primary factors: Perceived Usefulness and Perceived Ease of Use, both of which shape attitude and behavioral intention (Karomi & Purwanto, 2024).

Perceived Usefulness refers to the extent to which users believe that communicating through an application provides tangible benefits, such as facilitating access to information, saving time, and supporting decision-making. A study by Agustya et al. (2025) examined the relationship between Perceived Usefulness and Intention to Use among 100 users of Mobile Banking *Livin'* by Mandiri in Pemalang, finding that Perceived Usefulness had a significant effect on intention to use the application ($t = 2.436 > 1.984$). A related study by Nikmah et al. (2024) with 382 respondents on the relationship between Perceived Usefulness and Perceived Ease of Use and the intention to use the Mobile JKN application in the BPJS Kesehatan area of Nganjuk Regency similarly found a significant relationship between Perceived Usefulness and intention to use ($p < 0.000$).

In addition to Perceived Usefulness, Intention to Use is also influenced by Perceived Ease of Use, which relates to users' assessments of the ease of operating the application, accessing consultation features, submitting complaints, and reading and comprehending messages delivered through the service. A study by Naibaho and Siregar (2025) with 100 respondents from the Medan community found that Perceived Ease of Use had a significant effect on the intention to use QRIS ($t = 12.338 > 1.985$). Research by Stevani and Bernarto (2024) on 312 users of Halodoc telemedicine likewise demonstrated that Perceived Ease of Use positively and significantly influenced patient satisfaction, which in turn affected continuance intention.

A number of studies have demonstrated a significant correlation between Perceived Usefulness and Perceived Ease of Use and Behavioral Intention to Use, with Attitude Toward Using as a mediating variable. Rachman and Umniati (2025) found that Attitude Toward Using positively mediated the relationship between Perceived Usefulness and Intention to Use the Segari application, and also positively mediated the relationship between Perceived Ease of Use and Intention to Use ($t = 2.846 > 1.985$), underscoring the importance of designing technology that is not only easy to use but also perceived as beneficial, so that users develop a positive attitude including feelings of enjoyment, comfort, and satisfaction that ultimately enhances their usage intention. Similarly, Migueli et al. (2024) confirmed that attitude as a mediating variable significantly influenced the relationship between Perceived Usefulness, Perceived Ease of Use, and intention to use.

While prior studies have established the important role of Perceived Usefulness, Perceived Ease of Use, and Attitude in shaping behavioral intention within the TAM framework, research specifically analyzing the Intention to Use Halodoc telemedicine as a health communication medium with Attitude Toward Using as a mediating variable remains very limited. The existing gap lies in the focus of inquiry: prior telemedicine research has predominantly emphasized policy, accessibility, and satisfaction dimensions, or has only examined the direct relationships between TAM constructs and usage intention, without investigating the psychological

mechanism operating through Attitude Toward Using in the context of Halodoc telemedicine. This gap constitutes the novelty and scientific contribution of the present study.

This research is important because telemedicine represents one of the key solutions to addressing the disparities and shortages in healthcare personnel across Indonesia, yet its utilization remains suboptimal. At the same time, Halodoc telemedicine is increasingly being adopted as a health communication medium, making it necessary to develop a deeper understanding of how Perceived Usefulness and Perceived Ease of Use shape attitudes and drive individuals' sustained intention to use the platform. This study is expected to contribute to service providers, healthcare practitioners, and stakeholders in developing more targeted communication strategies and service features to enhance the acceptance and use of Halodoc telemedicine as a health communication medium. This study therefore examines the influence of Perceived Usefulness and Perceived Ease of Use on the Intention to Use Halodoc Telemedicine as a Health Communication Medium through Attitude Toward Using as a Mediating Variable.

METHOD

This study is a field research employing a quantitative approach grounded in the positivist paradigm and is explanatory in nature, aiming to explain the relationships among variables and to test the hypothesized causal effects between them. The study was conducted over a six-month period from January to June 2026, with a population of Halodoc telemedicine users who follow the official @Halodoc Instagram account, which had approximately one million followers at the time of data collection. Sample size was determined using the Slovin formula with a 5% margin of error, yielding a minimum of 400 respondents selected through non-probability convenience sampling.

Primary data were collected via a structured online questionnaire distributed through Google Form, while secondary data were obtained from scientific journal articles, official statistical reports, and relevant digital media. The questionnaire instrument comprised closed-ended statements measuring four variables Perceived Usefulness (X1), Perceived Ease of Use (X2), Intention to Use (Y), and Attitude Toward Using (Z) all measured using a four-point Likert scale to eliminate the neutral midpoint and encourage definitive responses.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.8 through two stages of analysis. The first stage involved assessment of the outer model (measurement model), encompassing convergent validity through outer loadings (>0.70) and Average Variance Extracted (AVE >0.50), as well as construct reliability through Composite Reliability and Cronbach's Alpha (>0.70). The second stage involved assessment of the inner model (structural model), evaluated using R-square (R^2) and Q-square (Q^2) to measure the explanatory power and predictive accuracy of the model. Hypothesis testing for direct effects was conducted via bootstrapping with significance thresholds of p-value <0.05 and t-statistic >1.96 , while the mediating role of Attitude Toward Using was examined through an indirect effect test applying the same criteria.

RESULTS AND DISCUSSION

Result

The characteristics of the 400 respondents in this study are Halodoc telemedicine users who follow the official Halodoc Instagram account, with data collected through a questionnaire covering age, gender, last education, occupation, domicile, duration of use, purpose of use, and most frequently used services.

Table 1. Respondents by Age

No	Age	Frequency	Percentage
1	15 – 20 Years	47	11.8%
2	21 – 25 Years	289	72.3%
3	26 – 30 Years	52	13%
4	> 30 Years	12	3%
	Total	400	100%

In terms of age, the majority of respondents were in the 21-25 age group, accounting for 289 respondents (72.3%), followed by the 26-30 age group with 52 respondents (13%), the 15-20 age group with 47 respondents (11.8%), and those above 30 years with 12 respondents (3%), indicating a dominance of early adult productive age groups.

Table 2. Respondents by Gender

No	Age	Frequency	Percentage
1	Male	53	13.3%
2	Female	347	86.8%
	Total	400	100%

In terms of gender, respondents were predominantly female, comprising 347 respondents (86.8%) compared to 53 male respondents (13.3%), suggesting that women tend to be more active in utilizing digital health services such as telemedicine.

Table 3. Respondents by Last Education

No	Last Education	Frequency	Percentage
1	Senior High School (SMA/SMK)	152	38%
2	Diploma (D3)	17	4.3%
3	Bachelor's Degree (D4/S1)	222	55.5%
4	Master's Degree (S2)	9	2.3%
	Total	400	100%

Based on Table 3, the majority of respondents held a Bachelor's degree (D4/S1) with 222 respondents (55.5%), followed by Senior High School (SMA/SMK) with 152 respondents (38%), Diploma (D3) with 17 respondents (4.3%), and Master's degree (S2) as the smallest group with 9 respondents (2.3%). These results indicate that Halodoc telemedicine users predominantly those with higher education backgrounds, suggesting that respondents with higher educational levels tend to have a greater understanding and ability to utilize digital health technologies such as telemedicine.

Table 4. Respondents by Occupation

No	Occupation	Frequency	Percentage
1	Student	147	36.8%
2	Private Sector Employee	123	30.8%
3	Freelancer	34	8.5%
4	Entrepreneur	24	6%
5	Unemployed	24	6%
6	Teacher	14	3.5%
7	Civil Servant/Police Officer	13	3.3%
8	Healthcare Worker	13	3.3%
9	Housewife	8	2%
	Total	400	100%

Based on Table 4, the majority of respondents were students, accounting for 147 respondents (36.8%), followed by private sector employees with 123 respondents (30.8%), freelancers with 34 respondents (8.5%), and entrepreneurs and unemployed respondents with 24 respondents each (6%). Other occupations included teachers with 14 respondents (3.5%), civil servants/police officers and healthcare workers with 13 respondents each (3.3%), and housewives as the smallest group with 8 respondents (2%). These results indicate that Halodoc telemedicine users in this study were predominantly students, suggesting that groups with high activity levels and high digital technology usage tend to utilize telemedicine services as a practical and efficient alternative for obtaining healthcare.

Based on the survey data, respondents were spread across 25 provinces in Indonesia, with the majority domiciled in West Java (71 respondents, 17.8%), followed by DKI Jakarta (63 respondents, 15.8%), Riau (58 respondents, 14.5%), and East Java (45 respondents, 11.3%), indicating a dominance of respondents from Java Island. In terms of duration of use, most respondents had used Halodoc telemedicine for less than 3 months (152 respondents, 38%), followed by those using it for more than 1 year (126 respondents, 31.5%) and 3-12 months (122 respondents, 30.5%), suggesting that Halodoc continues to attract new users while retaining existing ones. Regarding the purpose of use, the majority used the service for personal health needs (269 respondents, 67.3%), followed by combined personal and others' needs (125 respondents, 31.3%), and exclusively for others (6 respondents, 1.5%). As for the most frequently used service, the doctor chat feature dominated at (320 respondents, 80%), followed by the health store (67 respondents, 16.8%), lab, vaccine & homecare and offline appointment features (5 respondents each, 1.3%), health information (2 respondents, 0.5%), and Halofit as the least used service (1 respondent, 0.3%), indicating that respondents primarily utilize telemedicine for quick and accessible health consultations without visiting a healthcare facility in person.

Analysis of the Measurement Model (Outer Model)

Convergent validity is a method used to assess whether indicators genuinely represent their respective variables, which can be evaluated through the *outer loading* value of each indicator. This measurement aims to determine the validity of each relationship between indicators and constructs. According to Ghazali & Latan (2020), indicators with a correlation value of > 0.7

are considered reliable.

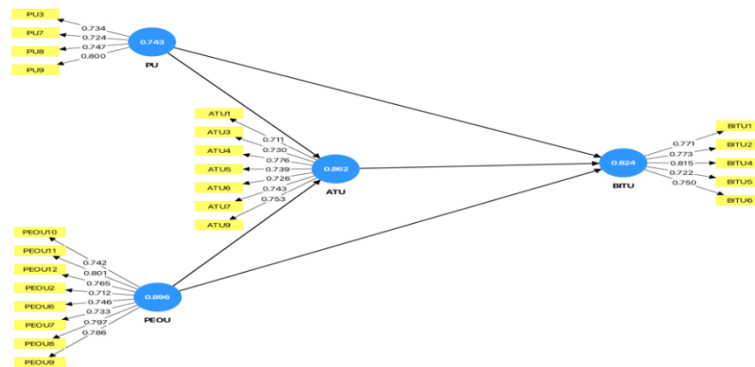


Figure 1. Results of Measurement Model Analysis (Outer Model)

Based on Figure 1, all indicators used in the final model have *loading factor* values > 0.70 . This indicates that the indicators for the Perceived Usefulness (X1), Perceived Ease of Use (X2), Behavioral Intention to Use (Y), and Attitude Toward Using (Z) variables have met the convergent validity criteria and are therefore suitable for further analysis.

Discriminant Validity

Discriminant validity testing is conducted to ensure that each construct in the study is distinct from the other constructs. Its purpose is to determine whether each construct demonstrates adequate discriminant validity, meaning that its indicators load more strongly on their respective construct than on other constructs. In *SmartPLS* 4.1.1.8, discriminant validity testing is performed using *Cross Loadings*, the *Fornell-Larcker* criterion, and an HTMT Ratio < 0.90 .

Table 5. Cross Loading Test Results

Variable	PEOU	BITU	PU	ATU
PEOU2	0.712	0.361	0.315	0.411
PEOU6	0.746	0.278	0.360	0.395
PEOU7	0.733	0.337	0.322	0.365
PEOU8	0.797	0.396	0.390	0.431
PEOU9	0.786	0.418	0.385	0.456
PEOU10	0.742	0.457	0.467	0.504
PEOU11	0.801	0.443	0.427	0.468
PEOU12	0.765	0.398	0.382	0.447
BITU1	0.353	0.771	0.423	0.550
BITU2	0.371	0.773	0.482	0.618
BITU4	0.430	0.815	0.489	0.609
BITU5	0.423	0.722	0.441	0.523
BITU6	0.398	0.750	0.464	0.550
PU3	0.389	0.427	0.734	0.478
PU7	0.379	0.420	0.724	0.448
PU8	0.358	0.465	0.747	0.482
PU9	0.397	0.490	0.800	0.549
ATU1	0.495	0.540	0.506	0.711
ATU3	0.449	0.523	0.517	0.730
ATU4	0.422	0.598	0.494	0.776

Variable	PEOU	BITU	PU	ATU
ATU5	0.398	0.580	0.478	0.739
ATU6	0.320	0.522	0.438	0.726
ATU7	0.439	0.513	0.472	0.743
ATU9	0.452	0.361	0.315	0.411

Based on the *cross loading* test results in Table 5, all indicators from each variable Perceived Usefulness (X1), Perceived Ease of Use (X2), Behavioral Intention to Use (Y), and Attitude Toward Using (Z) exhibit higher *loading* values on their own construct compared to other constructs, with values ranging from 0.711 to 0.815. This confirms that each indicator has adequately reflected its respective variable, and thus the research model has fulfilled the discriminant validity criteria, with each construct capable of differentiating itself from others within the model.

Table 6. Fornell-Larcker Criterion Test Results

Variable	PEOU	BITU	PU	ATU
Perceived Ease of Use (X2)	0.761			
Behavioral Intention to Use (Y)	0.515	0.767		
Perceived Usefulness (X1)	0.506	0.601	0.752	
Attitude Toward Using (Z)	0.577	0.746	0.653	0.740

Based on the Fornell-Larcker criterion test results in Table 6, the diagonal values (square root of AVE) of each construct are greater than their correlations with other constructs, namely Perceived Ease of Use (X2) at 0.761, Behavioral Intention to Use (Y) at 0.767, Perceived Usefulness (X1) at 0.752, and Attitude Toward Using (Z) at 0.740. These results confirm that each construct is better able to explain its own indicators than those of other constructs, and therefore the research model has satisfied the discriminant validity criteria.

Table 7. Heterotrait-Monotrait (HTMT) Criterion Test Results

Variable	PEOU	BITU	PU	ATU
Perceived Ease of Use (X2)				
Behavioral Intention to Use (Y)	0.591			
Perceived Usefulness (X1)	0.615	0.765		
Attitude Toward Using (Z)	0.648	0.881	0.812	

Based on the HTMT test results in Table 7, all HTMT values between constructs are below the threshold of 0.90, with the highest value found in the relationship between Behavioral Intention to Use (Y) and Attitude Toward Using (Z) at 0.881, and the lowest in the relationship between Perceived Ease of Use (X2) and Behavioral Intention to Use (Y) at 0.591. Accordingly, the research model is declared to have fulfilled the discriminant validity criteria, wherein each construct is unique and does not overlap with the others.

Construct Reliability

Construct reliability testing in the SEM-PLS model aims to ensure that the indicators used in the study are capable of measuring their constructs in a consistent manner. Construct reliability can be evaluated using three measures: *Cronbach's Alpha* (CA), *Composite Reliability* (CR), and *Average Variance Extracted* (AVE).

Table 8. Construct Reliability Test

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Average Variance Extracted (AVE)</i>
Perceived Ease of Use (X2)	0.896	0.900	0.579
Behavioral Intention to Use (Y)	0.824	0.827	0.588
Perceived Usefulness (X1)	0.743	0.747	0.565
Attitude Toward Using (Z)	0.862	0.863	0.547

Based on the construct reliability test results in Table 8, all variables have met the reliability criteria, with *Cronbach's Alpha* values ranging from 0.743 to 0.896 (> 0.70), *Composite Reliability* (ρ_a) ranging from 0.747 to 0.900 (> 0.70), and AVE values for all constructs exceeding the minimum threshold of 0.50, with the highest value found in Behavioral Intention to Use (Y) at 0.588 and the lowest in Attitude Toward Using (Z) at 0.547. Therefore, all constructs in this study are declared reliable and exhibit good convergent validity, making them suitable for further analysis.

Analysis of the Structural Model (Inner Model)

Structural model (*Inner Model*) testing is the subsequent stage following the measurement model (*Outer Model*) assessment, aimed at evaluating the relationships between latent variables in the study. This encompasses measuring the strength, direction, and significance of inter-construct influences through *R-Square* (R^2), *Q-Square* (Q^2), and *Path Coefficient* values (Ghozali & Latan, 2020).

The values of the Coefficient of Determination (*R-Square*) (R^2) and *Q-Square* (Q^2) in this study are presented as follows:

Table 9. Coefficient of Determination (R-Square) Values (R^2)

Variable	<i>R - Square (R^2)</i>	<i>R - Square Adjusted</i>
Behavioral Intention to Use (Y)	0.584	0.581
Attitude Toward Using (Z)	0.508	0.505

Based on Table 9, the R-Square value of the Behavioral Intention to Use (Y) variable at 0.584 and Attitude Toward Using (Z) at 0.508 indicate that the exogenous variables are capable of explaining the variability of each endogenous variable by 58.4% and 50.8%, respectively, with the remainder attributed to other factors outside the study. Both values fall within the moderate category, which is consistent with Hair et al. (2017), who noted that a perfect R-Square value is rarely achieved in social science research due to the difficulty of predicting human behavior with high accuracy. In addition to R-Square, the study also incorporates *Q-Square* (Q^2) values obtained through the *blindfolding* procedure to measure the predictive relevance of the model.

Table 10. Predictive Relevance (Q-Square) Values (Q^2)

Variable	<i>Q² Predict</i>
Attitude Toward Using (Z)	0.498
Behavioral Intention to Use (Y)	0.411

The *Q-Square* (Q^2) test results in Table 10, show that the Attitude Toward Using (Z) variable has a Q^2 value of 0.498, indicating high predictive relevance. Meanwhile, the Q^2 value for Behavioral Intention to Use (Y) at 0.411 also demonstrates high predictive relevance.

Hypothesis Test

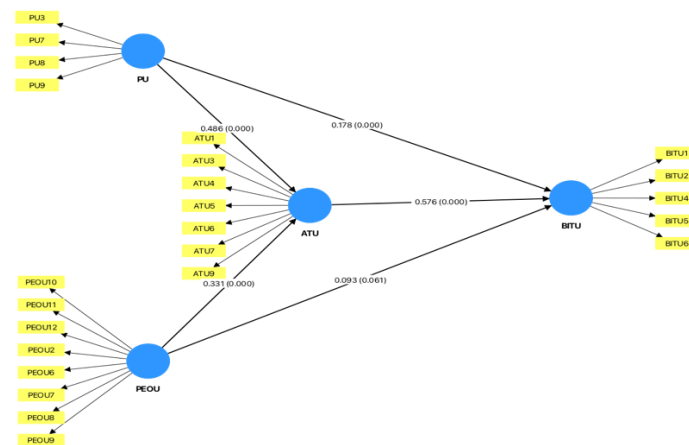


Figure 2. Results of the Structural Model Analysis (Inner Model)

This study tests hypotheses to examine the extent to which independent (exogenous) variables influence dependent (endogenous) variables, both directly and through mediating variables. The testing process involves analyzing *Path Coefficient* values along with their significance levels, in order to determine whether the proposed hypotheses can be accepted or rejected.

A direct effect refers to the relationship between an independent (exogenous) variable and a dependent (endogenous) variable without any intermediary, whereas an indirect effect describes the role of a mediating variable as a bridge between the two variables (Hair et al., 2017).

Direct Effect Test

Direct effect results can be observed from the path coefficient values and critical points significant at $\alpha = 0.05$. The results of the direct effect testing are as follows:

Table 11. Direct Effects Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
PU -> BITU	0.178	0.177	0.047	3.801	0.001
PEOU -> BITU	0.093	0.094	0.049	1.877	0.061
PU -> ATU	0.486	0.484	0.049	9.907	0.001
PEOU -> ATU	0.331	0.335	0.053	6.289	0.001
ATU -> BITU	0.576	0.576	0.049	11.751	0.001

Based on Table 11, the direct effect testing results can be explained as follows:

Effect of Perceived Usefulness on Behavioral Intention to Use

The coefficient value = 0.178, T-Statistic = 3.801, and P-Value = 0.001, indicating that Perceived Usefulness has a positive and significant effect on Behavioral Intention to Use. Based on this finding, hypothesis (H1) stating that "Perceived Usefulness has a significant effect on Behavioral Intention to Use" is accepted, while H0 is rejected.

Effect of Perceived Ease of Use on Behavioral Intention to Use

The coefficient value = 0.093, T-Statistic = 1.877, and P-Value = 0.061, indicating that Perceived Ease of Use has a positive but non-significant effect on Behavioral Intention to Use. Based on this finding, hypothesis (H2) stating that "Perceived Ease of Use has a significant effect

on Behavioral Intention to Use" is rejected. This finding demonstrates that H2 is not supported in this study.

Effect of Perceived Usefulness on Attitude Toward Using

The coefficient value = 0.486, T-Statistic = 9.907, and P-Value = 0.001, indicating that Perceived Usefulness has a positive and significant effect on Attitude Toward Using. Based on this finding, hypothesis (H3) stating that "Perceived Usefulness has a significant effect on Attitude Toward Using" is accepted, while H0 is rejected.

Effect of Perceived Ease of Use on Attitude Toward Using

The coefficient value = 0.331, T-Statistic = 6.289, and P-Value = 0.001, indicating that Perceived Ease of Use has a positive and significant effect on Attitude Toward Using. Based on this finding, hypothesis (H4) stating that "Perceived Ease of Use has a significant effect on Attitude Toward Using" is accepted, while H0 is rejected.

Effect of Attitude Toward Using on Behavioral Intention to Use

The coefficient value = 0.576, T-Statistic = 11.751, and P-Value = 0.001, indicating that Attitude Toward Using has a positive and significant effect on Behavioral Intention to Use. Based on this finding, hypothesis (H5) stating that "Attitude Toward Using has a significant effect on Behavioral Intention to Use" is accepted, while H0 is rejected.

Indirect Effect Test

Indirect effect testing is conducted to identify the role of mediating variables in bridging the relationship between independent and dependent variables, by analyzing path coefficient values along with their significance levels as the basis for accepting or rejecting the hypotheses.

Table 12. Indirect Effects Test

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
PU -> ATU-> BITU	0.280	0.279	0.035	7.953	0.001
PEOU -> ATU->BITU	0.191	0.193	0.036	5.315	0.001

Based on Table 12, the indirect effect testing results can be explained as follows:

Effect of Perceived Usefulness on Behavioral Intention to Use through Attitude Toward Using

The indirect effect of Perceived Usefulness on Behavioral Intention to Use through Attitude Toward Using yields a coefficient = 0.280, T-Statistic = 7.953, and P-Value = 0.001. This result confirms that Perceived Usefulness has a positive and significant indirect effect on Behavioral Intention to Use through Attitude Toward Using as the mediating variable. Therefore, hypothesis (H6) is accepted.

Effect of Perceived Ease of Use on Behavioral Intention to Use through Attitude Toward Using

The indirect effect of Perceived Ease of Use on Behavioral Intention to Use through Attitude Toward Using yields a coefficient = 0.191, T-Statistic = 5.315, and P-Value = 0.001. This result confirms that Perceived Ease of Use has a positive and significant indirect effect on Behavioral Intention to Use through Attitude Toward Using as the mediating variable. Therefore, hypothesis (H7) is accepted.

Discussion

The finding that Perceived Usefulness positively and significantly influences Intention to Use ($\beta = 0.178$, $p = 0.001$) is consistent with the foundational propositions of TAM (Davis, 1989), which holds that users who perceive tangible functional benefits from a technology develop stronger behavioral intentions to use it. In the context of Halodoc telemedicine, users specifically valued the platform's capacity to accelerate health decision-making, provide appropriate services, and offer clear clinical explanations. This finding aligns with Agustya et al. (2025), who found Perceived Usefulness significantly affected intention to use mobile banking ($t = 2.436 > 1.984$), and with Nurdianti et al. (2026), who reported a positive significant effect in a telemedicine workplace context. The contrast with Kamalia and Fazizah (2025), who found no significant relationship in mobile banking BCA, can be explained by the domain specificity of health-seeking behavior: unlike routine financial transactions, healthcare interactions are episodic and condition-dependent, meaning users carefully weigh perceived clinical benefit before committing to a platform. When a platform demonstrably addresses health concerns with speed and accuracy, it fundamentally raises the perceived value of using it, translating directly into stronger usage intentions.

The non-significant direct effect of Perceived Ease of Use on Intention to Use ($\beta = 0.093$, $p = 0.061$) is one of this study's most theoretically important findings. This result does not imply that ease of use is irrelevant; rather, it suggests that when a platform achieves a sufficient baseline of usability, ease of use ceases to be a differentiating driver of intention and instead operates through attitudinal mediation. This is consistent with Kurnia and Tandijaya (2023) and Wratsari et al. (2022), who found similar non-significant direct paths in digital service contexts. The explanation lies in the respondent profile: young adults with high digital literacy treat application usability as a minimum expectation rather than a motivating factor. This contrasts with Zulnawati and Pohan (2026), who found a significant direct effect on a ride-hailing application, where ease-of-use is operationally critical because friction in task completion has immediate consequences. For health-focused platforms like Halodoc, the cognitive evaluation of clinical benefit precedes and outweighs the operational assessment of interface simplicity.

Perceived Usefulness exerts the strongest direct effect on Attitude Toward Using ($\beta = 0.486$, $T = 9.907$, $p = 0.001$), a finding that confirms the TAM proposition that functional evaluations shape affective orientations toward technology. Users who experience Halodoc as clinically effective receiving matched care, clear diagnoses, and appropriate treatment pathways develop favorable, enthusiastic, and comfortable attitudes toward the platform. This mirrors findings by Syahlevy et al. (2025) and Narayan et al. (2025) on the Gopay application, and contrasts with Kulsum and Riza (2024) for QRIS in religious donation contexts. The contrast is theoretically meaningful: where the functional value of a platform is discretionary, usefulness beliefs may not translate into attitudes, but where the platform directly serves essential needs such as health, usefulness strongly shapes how one feels about using the platform.

Perceived Ease of Use also significantly influences Attitude Toward Using ($\beta = 0.331$, $p = 0.001$), consistent with TAM and with Handayani et al. (2023) and Dandi and Erlita (2024).

While this effect is weaker than that of Perceived Usefulness, it demonstrates that operational frictionlessness contributes to a positive affective orientation. A platform that can be used without confusion, learned quickly, and navigated without effort generates a sense of comfort and satisfaction that shapes users' overall evaluative stance. This finding stands in contrast to Primananda et al. (2026), who found no significant effect of Perceived Ease of Use on attitudes in an OVO payment context, likely because digital payment interfaces have become so standardized that usability no longer serves as an attitude-forming cue.

Attitude Toward Using records the strongest coefficient of any relationship in the model ($\beta = 0.576$, $T = 11.751$, $p = 0.001$), confirming its central mediating and predictive role in the TAM framework as applied to telemedicine. Users who feel that Halodoc is beneficial, who desire to continue using it, and who find the experience pleasurable are substantially more likely to express strong usage intentions. This aligns with Migueli et al. (2024) and Widayanto (2022), and contrasts with Saputro and Haryanto (2023), whose application context accounting software for SMEs was characterized by technical deficiencies that suppressed attitude-to-intention translation. In a well-designed and well-maintained telemedicine ecosystem like Halodoc, positive attitudes are a reliable and powerful driver of sustained usage intention.

The mediation results reveal an important structural asymmetry. For Perceived Usefulness, Attitude Toward Using serves as a partial mediator (indirect $\beta = 0.280$, $p = 0.001$; direct $\beta = 0.178$, $p = 0.001$), meaning the variable influences Intention to Use both through attitudinal transformation and through a direct cognitive-behavioral link. For Perceived Ease of Use, the mediation is full (indirect $\beta = 0.191$, $p = 0.001$; direct $\beta = 0.093$, $p = 0.061$), indicating that ease of use only reaches Intention to Use by first shaping users' attitudes. This finding contributes to understanding the psychological mechanism of telemedicine adoption: Perceived Usefulness carries a direct motivational force users decide to use Halodoc partly because they recognize its functional superiority regardless of how they feel about it while Perceived Ease of Use operates exclusively through an emotional-evaluative pathway. The finding is consistent with Rachman and Umniati (2025) and Nandita and Sukaatmadja (2023), who confirmed attitude mediation for both TAM constructs in the Segari and Halodoc contexts respectively.

These findings have important practical implications. Halodoc and other telemedicine providers should prioritize investments in service quality, clinical accuracy, and the effective communication of health outcomes, as these dimensions of perceived usefulness are most strongly associated with users' attitudes and intentions to use telemedicine services. Complementarily, interface design should ensure minimum cognitive load and operational fluency, not as a direct driver of intention, but as an enabler of the positive affective experience that ultimately mobilizes usage behavior. For health communication researchers and policymakers, these findings highlight that the gap between telemedicine availability and actual adoption is best addressed not merely through digital literacy campaigns but through purposeful communication of the clinical benefits and experiential comfort of telemedicine services.

Several limitations must be acknowledged. First, this study was conducted exclusively with followers of the @Halodoc Instagram account, limiting generalizability to other telemedicine

platforms with different interface designs, service scope, and user bases. Second, the quantitative cross-sectional design relies on self-reported perceptions at a single point in time, which cannot capture behavioral change over time or distinguish between first-time and long-term users in greater depth. Third, convenience sampling may introduce self-selection bias, as followers of an official brand account may already hold more favorable predispositions toward the service. Fourth, the TAM framework employed here explains 58.4% of the variance in Intention to Use, leaving 41.6% attributable to factors outside the model, including Trust, Perceived Risk, service quality, data security, user satisfaction, and social influence, all of which represent promising avenues for future research.

Future studies are encouraged to adopt mixed-method designs combining PLS-SEM with in-depth interviews or focus group discussions to capture the qualitative dimensions of telemedicine acceptance. Extending the model with additional constructs such as Trust, Perceived Risk, or Social Influence within the UTAUT or DeLone and McLean frameworks would produce more comprehensive explanatory models. Comparative studies across multiple telemedicine platforms Halodoc, Alodokter, KlikDokter, Good Doctor, and YesDok would enable platform-specific insights and more actionable recommendations for service differentiation. Finally, expanding the geographic distribution of respondents across provinces with lower internet penetration would allow for a more representative national picture of telemedicine acceptance behavior in Indonesia.

CONCLUSION

This study examined the influence of Perceived Usefulness and Perceived Ease of Use on Intention to Use Halodoc telemedicine as a health communication platform, with Attitude Toward Using as a mediating variable, among 400 followers of the official @Halodoc Instagram account analyzed using PLS-SEM.

Perceived Usefulness has a positive and significant effect on Intention to Use ($\beta = 0.178$, $T = 3.801$, $p = 0.001$), indicating that the greater the functional benefit users perceive from Halodoc including faster health service access, time savings, and effective healthcare delivery the stronger their intention to use the platform. Perceived Ease of Use has a positive but insignificant direct effect on Intention to Use ($\beta = 0.093$, $T = 1.877$, $p = 0.061$), suggesting that interface usability alone does not constitute a primary driver of behavioral intention among digitally literate users. Perceived Usefulness has a positive and significant effect on Attitude Toward Using ($\beta = 0.486$, $T = 9.907$, $p = 0.001$), demonstrating that perceived clinical and functional benefit is the strongest determinant of users' affective orientation toward the platform. Perceived Ease of Use has a positive and significant effect on Attitude Toward Using ($\beta = 0.331$, $T = 6.289$, $p = 0.001$), confirming that operational simplicity contributes meaningfully to the formation of a positive user attitude. Attitude Toward Using has a positive and significant effect on Intention to Use ($\beta = 0.576$, $T = 11.751$, $p = 0.001$) and represents the most influential predictor in the model, underscoring the central role of users' affective evaluations in driving telemedicine adoption behavior.

Attitude Toward Using significantly mediates the effect of Perceived Usefulness on Intention to Use ($\beta = 0.280$, $T = 7.953$, $p = 0.001$), indicating partial mediation. In contrast,

Attitude Toward Using fully mediates the effect of Perceived Ease of Use on Intention to Use ($\beta = 0.191$, $T = 5.315$, $p = 0.001$). These mediation findings reveal a structural asymmetry in the adoption mechanism: while perceived usefulness exerts both direct and attitude-mediated influence on usage intention, perceived ease of use operates exclusively through the attitudinal pathway. Collectively, the results confirm that positive user attitudes constitute the critical psychological bridge between TAM antecedents and telemedicine adoption in the Indonesian context, contributing empirical evidence to health communication scholarship on digital health technology acceptance.

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