

ABSTRACT

Technological developments need not be doubted and are getting faster. The technology shift from conventional to online is a form of speed of change. Such as e-medicine/telemedicine, combining technology with the health sector. Halodoc is one of them e-medicine platforms which is the most widely used service in Indonesia. They provide health facilities for their users. The threat of disease is a thing of fear for someone, especially coupled with the existence of a pandemic covid-19 has recently become the biggest fear for everyone in the world. This study aims to see the " The Influence of Perceived Disease Threats on Continuance Intention mediated by Self Efficacy (Study on Halodoc Application Users).

Inside methodology Research carried out by researchers, namely quantitative using a descriptive causal approach, analysis Partial Least Square(PLS) was used as the technique tested through SmartPLS software. The number of samples used by researchers is 400 respondents.

The research results show that variable Perceived Disease Threats positively and significantly have a direct effect on Continuance Intention, Perceived Disease Threats positively and significantly have a direct on Self Efficacy, Self Efficacy positively and significantly have a direct effect on Continuance Intention, and Perceived Disease Threats positively and significantly have a effect on Continuance Intention through Self Efficacy.

Research conclusion, Perceived Disease Threats for Halodoc application users is quite high and for Self Efficacy and Continuance Intention for Halodoc users in the high category.

Keywords : Perceived Disease Threats, Self Efficacy, Continuance Intention, SEM-PLS, Halodoc.