

ABSTRACT

This study explores the acceptance of a maternal and child health monitoring application in sub-urban areas, where access to healthcare services is limited. Using a modified Technology Acceptance Model (TAM) and a quantitative survey approach, the study involved 262 healthcare workers and members of the Family Welfare Movement (PKK) in Sukabumi Regency, West Java. The results show that all hypotheses were accepted: Content and System Quality significantly influenced Behavioral Intention ($\beta=0.264$; $T=4.38$), Attitude Toward Using ($\beta=0.335$; $T=4.90$), and Perceived Usefulness ($\beta=0.299$; $T=4.37$). Perceived Usefulness also influenced Attitude Toward Using ($\beta=0.424$; $T=7.67$), and Content and System Quality affected Perceived Usefulness ($\beta=0.416$; $T=8.63$) and Attitude Toward Using ($\beta=0.258$; $T=5.22$). Perceived Ease of Use influenced Perceived Usefulness ($\beta=0.399$; $T=7.57$) and Attitude Toward Using ($\beta=0.272$; $T=5.00$), while Experience influenced both Perceived Usefulness ($\beta=0.041$; $T=2.32$) and Perceived Ease of Use ($\beta=0.738$; $T=18.0$). The findings of this study provide insights into the factors affecting the acceptance of health applications in sub-urban areas, particularly regarding content quality, system quality, and user experience. These factors influence the perceived usefulness and ease of use, forming a crucial foundation for future application development. This study also highlights the relevance of the Technology Acceptance Model (TAM) in evaluating the acceptance of health applications in sub-urban areas with limited healthcare access. Recommendations include enhancing user-friendly features and providing digital literacy education to broaden the application's acceptance within the community.

Keywords: *Technology Acceptance Model, Health Applications, Technology Acceptance, Maternal and Child Health, Sub-Urban Areas.*