

ABSTRACT

Stunting, a result of prolonged inadequate nutritional intake, is a serious concern in Indonesia, particularly in regions with high poverty rates. According to Indonesia's Central Statistics Agency, the stunting rate remains relatively high, especially in rural and urban areas with high poverty levels, reaching 24.40% in 2021 (SSGI). To reduce this high stunting rate, the government is making efforts to digitally transform the health sector. In the research area, education regarding child-monitoring health applications is still insufficient. This study aims to identify to what extent the ERP of health monitoring applications can be relied upon. This research employs a quantitative method with a survey study type, and the research model is based on the Technology Acceptance Model 3 (TAM 3). The research population includes healthcare workers and Mother's welfare community in Ciheulang Village, Cibadak District, Sukabumi, West Java, totaling 759 people, with a sample size of 262 people. The study results indicate that variables such as Experience, Image, and Perceived Usefulness have a significant influence on the intention to use the child-monitoring health application. For example, the Experience variable (H4) has a path coefficient of 0.422 and a t-statistic of 5.441. Conversely, the Subjective Norm variable (H1) does not show a significant influence on Perceived Usefulness, with a path coefficient of 0.049 and a t-statistic of 0.785. This study highlights the importance of improving user experience and perceived benefits to encourage the adoption of the application. Based on these findings, it is recommended that app developers focus more on enhancing the user interface and ease-of-use features, as well as expanding education and outreach to the public about the benefits of the application. These steps are expected to accelerate technology adoption and contribute to stunting prevention efforts.

Keywords: Stunting, Health Monitoring Applications, Technology Acceptance Model 3 (TAM 3), Elsimil, User Intentions, Application Analysis.