

**ABSTRACT**

**The Efforts to Improve Utilization of Dental Practice Management System Application Based on Customer Value Analysis, Willingness to Pay and Technology Acceptance Model (TAM)**

Kelola.net is an information system based on an integrated management system which is designed to facilitate the management of a dental clinic. Since its launching, Kelola.net has had difficulty in achieving the target number of subscribed prospects. Based on the report on Kelola.net marketing results in 2019, it is known that the number of prospects who utilize/use Kelola.net information system is still very far from the target number, which is only 18.9%. This research aimed to analyze customer value, willingness to pay, and technology acceptance model (TAM) in an effort to increase the utilization of the dental practices management system application Kelola.net. The research method used was observational-analytic with a cross-sectional study design. The research sample was 117 users who have finished conducting trial using Kelola.net information system. The sampling was done by simple random sampling and the data obtained were analyzed using descriptive statistical methods and logistic regression. The results show that the customer value analysis of user is in the category of benefit > cost (83.3%) and the willingness to pay analysis is in the medium category (60.7%). For the technology acceptance model analysis, the results show that the perceived ease of use is easy (91.5%), the perceived usefulness is useful (98.3%), the attitude toward use is able to accept the system (83.8%), and the behavioral intention to use is do not intend to subscribe the system (63.2%). The result of logistic regression test show that there is a significant effect between the number of patients (sign 0.006) and behavioral intention to use (sign 0.000) on the use of the Kelola.net information system. The conclusion is that the utilization of Kelola.net information system is influenced by the number of patients and behavioral intention to use.

**Keywords:** customer value, willingness to pay, technology acceptance model, information system.

## ABSTRAK

### **Upaya Peningkatan Pemanfaatan Aplikasi Sistem Manajemen Praktik Dokter Gigi Berdasarkan Analisis *Customer Value*, *Willingness To Pay* Dan *Technology Acceptance Model* (TAM)**

Kelola.net merupakan sebuah sistem informasi berbasis *integrated management system* yang didesain untuk memudahkan pengelolaan klinik gigi. Sejak awal diluncurkan, kelola.net mengalami kesulitan untuk mencapai target jumlah prospek yang berlangganan. Berdasarkan laporan hasil pemasaran kelola.net pada tahun 2019 diketahui bahwa prospek yang memanfaatkan sistem informasi kelola.net masih sangat jauh dari target yaitu hanya sebesar 18,9%. Tujuan penelitian ini adalah untuk menganalisis *customer value*, *willingness to pay* dan *technology acceptance model* dalam upaya peningkatan pemanfaatan aplikasi sistem manajemen praktik dokter gigi kelola.net. Metode penelitian yang digunakan adalah *observasional*-analitik dengan rancang studi *cross-sectional*. Sampel penelitian adalah 117 pengguna yang sudah selesai melakukan *trial* sistem informasi kelola.net. Pengambilan sampel dilakukan dengan cara *simple random sampling* dan data yang diperoleh dianalisis menggunakan metode statistik deskriptif dan regresi logistik. Hasil penelitian menunjukkan *customer value* pengguna berada pada kategori manfaat > pengorbanan (83,3%) dan *willingness to pay* berada pada kategori sedang (60,7%). Sedangkan *technology acceptance model* pengguna, didapatkan hasil bahwa *perceived ease of use* mudah (91,5%), *perceived usefulness* bermanfaat (98,3%), *attitude toward use* dapat menerima sistem (83,8%), dan *behavioral intention to use* yang tidak berniat untuk berlangganan sistem (63,2%). Hasil uji regresi logistik menunjukkan bahwa terdapat pengaruh signifikan antara jumlah pasien (sign 0.006) dan *behavioral intention to use* (sign 0.000) terhadap pemanfaatan sistem informasi kelola.net. Kesimpulannya adalah pemanfaatan sistem informasi kelola.net dipengaruhi oleh jumlah pasien dan *behavioral intention to use*.

**Kata kunci:** *customer value*, *willingness to pay*, *technology acceptance model*, sistem informasi