

ABSTRACT

**EFFORTS TO INCREASE THE UTILIZATION OF P- CARE
APPLICATION BY THE PUBLIC HEALTH CENTER OFFICERS IN
SURABAYA (THE STUDY BY TECHNOLOGY ACCEPTANCE
MODEL AND THEORY OF PLANNED BEHAVIOR)**

Adoption of electronic medical records application, causing the great potential in the health system as a positive change. Effective clinical care and public health is highly dependent on information. P- Care application development by BPJS is one manifestation of the implementation of the monitoring and evaluation of public health epidemiology. This research aims to develop recommendations for improving the utilization of P- Care by the staffs at the public health center of Surabaya. This study used observasional analitik approach to reviews the application of two theories, the technology acceptance model and the theory of planned behavior, to examines the factors that influence the utilization of P- Care. The cross sectional survey was interviewed 116 respondents who served in public health centers, including physicians, nurses, midwife and public health center staffs. A structured questionnaire was developed and distributed to 29 public health centers in Surabaya. Statistical test showed perceived usefulness with $\beta=0,567$; $p=0,001$ and perceived ease of use with $\beta=0,279$; $p=0,001$ significantly affect the attitude toward using P- Care. Perceived usefulness with $\beta=0,187$; $p=0,026$, subjective norm with $\beta=0,337$; $p=0,001$, perceived control with $\beta=0,156$; $p=0,030$, and attitude toward using P- Care with $\beta= 0,273$; $p=0,003$ affect behavioral intention to use P- Care. Perceived control with $\beta=0,417$; $p=0,001$ and behavioral intention with $\beta= 0,620$; $p=0,001$ significantly affect the utilization of P- Care. Background factors such as gender, age, type of workforce, level of education, previous work experience and employment status under study yielded significant results except previous work experience . The result found to have a significant impact on behavioral intention to use P- Care application. Based on research findings, in order for P- Care application to be widely adopted and used by public health center staffs, the public health center organization management should improve public health center staffs' behavioral intention and perceived control.

Keywords: Technology Acceptance Model, Theory of Planned Behavior, P- Care.