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Original Article

Attitude Mediates the Perceived Usefulness and Perceived Ease of Use on Continued Intention to Adopt the *Halodoc* Application in Denpasar

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Abstract - *The purpose of this study was to analyze and explain the effect of attitudes mediating perceived usefulness and perceived ease of use on continued intention to adopt the HaloDoc application in Denpasar. The population in this study is people in Denpasar who have an account and have used the HaloDoc application at least once in the last six months. The sampling technique used was purposive sampling technique with a sample of 160 respondents. Data collection was carried out by distributing questionnaires. The data analysis technique used is SEM-PLS. The analysis results provide evidence that perceived usefulness has a positive and significant effect on the continued intention to adopt. Perceived ease of use has a positive and significant effect on the continued intention to adopt. Customer attitudes partially mediate the effect of perceived usefulness and perceived ease of use on continued intention to adopt. The analysis results obtained from the two analytical techniques show that positive and significant attitudes can mediate the effect of perceived usefulness and perceived ease of use on the continued intention to adopt the HaloDoc application in Denpasar.*

Keywords – *Attitude, Continued intention to adopt, Perceived usefulness, Perceived ease of use.*

1. Introduction

Indonesian people are concerned with health and carry out health management oriented towards the term "prevention is better than cure". Mobile-Health Services (mHealth) have been developed in the health industry sector as a tool that can facilitate the public in health management (Murhum et al., 2022). Digital health innovation with mHealth provides health care support and interventions through electronic device technology. The use of mHealth provides benefits of medical health services and information that can improve the quality of health. People can manage their health anytime and anywhere with mHealth (Murhum et al., 2022).

The *HaloDoc* application is one of the most popular mHealth applications based on Daily Social's research entitled Understanding the Wellness Market in Jakarta 2019 (Murhum et al., 2022). The *HaloDoc* application is reported to be the mHealth health application which leads and occupies the highest market share in Indonesia as of February 2021 and is followed by the *Alodokter* application in 2nd place (Statista, 2021). The *HaloDoc* application also dominates and shows good performance based on service quality, with 86 percent positive and 14 percent negative, while the *Alodokter* application performs well, with 73 percent positive and 27 percent negative (Paramita et al., 2021). This shows that the *Halodoc* application has good performance and must always improve its health services so that it is not beaten by other mHealth applications.

Denpasar is one of the cities with the highest digital literacy level as a mHealth expansion area in Bali (Burhan, 2020). Questionnaire data on October 9 2022, in Denpasar, shows that out of 20 customers who have accounts and have used the *HaloDoc* application, only 3 people continue to use the *HaloDoc* application again. Questionnaire data shows that the continued adoption of the mHealth application by the people of Denpasar to obtain digital health services is still very low. Communities experiencing delays in re-adopting *mHealth* are influenced by behavioral intentions of adoption (end-users) (Alam et al., 2019; Arfi et al., 2020; Kaium et al., 2020; Rahi et al., 2020).

Intention provides an individual's perception of carrying out a behavior based on the individual's own wishes (Noel et al., 2020). The behavioral intention in using information systems as a direct action indicates readiness to use a system. Identification of the factors that drive customer intentions to re-adopt mHealth applications is something that needs to be considered. Questionnaire data on October 9 2022, in Denpasar also provided information that 17 out of 20 people had used the *HaloDoc* application service, 1 person said the *HaloDoc* application service was expensive, 2 people said the quality of the *HaloDoc* application service was not good,

6 people said the *HaloDoc* application service difficult to use, and 8 people said the *HaloDoc* application service was not useful. Based on these data, it can be concluded that most Denpasar residents do not reuse the *HaloDoc* application service because they think that the *HaloDoc* application service does not provide benefits for them and is still unfamiliar with its use. Hence, it is difficult to understand how to use it. This gave an unfavorable attitude or response to the people of Denpasar to continue to reuse health services on the *HaloDoc* application. Perceived usefulness, ease of use, and customer attitudes in the research by Hermawan et al. (2021) is also a factor that can encourage someone to use health applications.

The perceived usefulness in Zagita et al. (2019) means that when the user's expectations of the technology used are confirmed, it is very likely that the user can use the technology effectively and see that it is useful for him. Users can achieve goals in the way expected through technology. Then the perceived usefulness will increase and increase customer intentions to continue to adopt in a sustainable manner (Zagita et al., 2019). Ease of use can be measured by how easy the system or technology is to use (Kumala et al., 2020). Ease of use can also be interpreted as the ease of using technology without spending a lot of effort and being free from difficulties. An easy-to-use technology will cause users to want to use it to increase adoption intentions on an ongoing basis (Hermawan et al., 2021).

Attitudes are positive or negative feelings that arise from experience and impact individual responses to their environment (Noel et al., 2020). Attitudes are conceptualized as individual feelings of liking or disliking an object that leads to behavior (Noel et al., 2020). Based on this statement, attitude in implementing online applications is defined as an individual's assessment of the desire to use the application. The high attitude as a form of individual evaluation of objects impacts increasing intentions to adopt online health applications.

Previous studies have shown that continuing intention to adopt *mHealth* over service quality does not guarantee successful mHealth adoption (Zarei et al., 2019; Tantarto et al., 2020; Zhang et al., 2020; Ben et al., 2021; Shiferaw et al., 2021; Wang et al., 2021). The continued intention to adopt *mHealth* can be determined based on perceived usefulness and ease of use. The Technology Acceptance Model (TAM) provides factors for the level of acceptance of information systems, such as perceived usefulness and perceived ease of use which need to be considered in determining the continuing intention to adopt *mHealth* (Wakhida, 2020). Previous research related to continued intention to adopt mHealth showed several gaps and inconsistent results. Several studies state that perceived usefulness has a positive and significant direct effect on the continued intention to adopt *mHealth* services (Zhao et al., 2018; Akinwale et al., 2020; Wakhida et al., 2020). Meanwhile, there is research stating that there is no positive and significant relationship between the effect of perceived usefulness on continued intention to adopt mHealth services (Hermawan et al., 2021). Several studies state a positive and significant relationship exists between ease of use and continued intention to adopt *mHealth* services (Zhao et al., 2018; Akinwale et al., 2020; Hermawan et al., 2021). Meanwhile, there is research that states that there is no positive and significant relationship between ease of use and continued intention to adopt *mHealth* services (Kim et al., 2019).

Many studies have discussed the effect of perceived usefulness and ease of use on continued intention to adopt, but attitude intention as a mediating variable is still rare. Attitude variables can mediate the research discrepancy in previous empirical studies. The research results of Akinwale et al. (2020), Rahi et al. (2020), and Zhang et al. (2020) showed a positive and significant attitude mediating patient behavior towards the adoption of digital health services. Attitude here is a supporting mediating variable that influences continued intention to adopt through perceived usefulness and ease of use. This research focuses on one of the mHealth applications in Indonesia, namely the *HaloDoc* application. This study will examine the factors that influence the continued intention to adopt the *HaloDoc* application from the perspective of the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA). This study aims to explain the direct effect of perceived usefulness, ease of use, and indirect influence through customer attitudes toward the continued intention to adopt the *HaloDoc* application as a consideration for improving health services.

2. Hypothesis Development

The user's behavioral intention to accept a particular technology is influenced by two main factors, namely perceived usefulness and ease of use (Davis, 1989). Perceived usefulness is the level at which users believe that utilizing technology will improve work performance and is an important factor influencing the acceptance of an information system. Users can achieve goals in the way expected through technology, and then the perceived usefulness will increase. When users feel they do not need a lot of resources to learn new technology, they will assume that the technology is indeed useful and increase customer intentions to adopt it intensely (Zagita et al., 2019).

The perceived usefulness positively and significantly affects the intention to reuse the BNI Mobile Banking application in Denpasar City (Giantari et al., 2022). Several studies state that perceived usefulness has a positive and significant direct effect on the continued intention to adopt mHealth services (Zhao et al., 2018; Akinwale et al., 2020; Wakhida et al., 2020). Meanwhile, there is research stating

that there is no positive and significant relationship between the effect of perceived usefulness on continued intention to adopt *mHealth* services (Hermawan et al., 2021).
H_1: The perceived usefulness positively and significantly affects continued intention to adopt.

The user's behavioral intention to accept a particular technology is influenced by two main factors, namely perceived usefulness and ease of use (Davis, 1989). According to Santoso (2010), the factor that directly influences the acceptance of information technology systems (ITS) is perceived usefulness (PU), which is defined as the user's perception of ITS and is indirectly influenced by perceived ease of use (PEOU) and perceived enjoyment (PE) which is defined as ease and convenience in using ITS.

Ease of use can be measured by how easy the system or technology is to use (Kumala et al., 2020). Ease of use can also be interpreted as the ease of using technology without spending a lot of effort and free from difficulties. If the user feels that the technology is easy to use, then the user will want to use it so that it can increase the intention of re-adopting (Hermawan et al., 2021). Several studies state a positive and significant relationship exists between ease of use and continued intention to adopt mHealth services (Zhao et al., 2018; Akinwale et al., 2020; Hermawan et al., 2021). meanwhile, there are studies stating that there is no relationship between a positive and significant effect of ease of use on continued intention to adopt *mHealth* services (Kim et al., 2019).
H_2: Perceived ease of use positively and significantly affects continued intention to adopt.

Attitudes are positive or negative feelings that arise from experience and impact individual responses to their environment (Noel et al., 2020). Attitudes are conceptualized as individual feelings of liking or disliking an object that leads to consumer behavior (Noel et al., 2020). Based on this statement, attitude in implementing online applications is defined as an individual's assessment of the desire to use the application. The high attitude as a form of individual evaluation of objects has an impact on increasing intentions to use online health applications. Several studies state that there is a positive and significant effect of ease of use on mHealth customer attitudes (Zhao et al., 2018; Alhasan et al., 2020; Akinwale et al., 2020). meanwhile, there are studies stating that there is no positive or significant effect perceived usefulness of mHealth customer attitudes (Manda and Salim, 2021).

H_3: Perceived usefulness has a positive and significant effect on customer attitudes.

Customer attitudes are positive or negative feelings that arise from experience and impact individual responses to their environment (Noel et al., 2020). Attitude is an individual's feeling of liking or disliking an object that leads to behavior (Noel et al., 2020). Based on this statement, attitude in implementing online applications is defined as an individual's assessment of the desire to use the application. The high attitude as a form of individual evaluation of objects has an impact on increasing intentions to use online health applications. Several studies state that there is a positive and significant effect of ease of use on mHealth customer attitudes (Zhao et al., 2018; Alhasan et al., 2020; Akinwale et al., 2020). meanwhile, there are studies stating that there is no positive and significant relationship between the effect of ease of use on mHealth customer attitudes (Mangkunegara et al., 2018).
H_4: Perceived ease of use has a positive and significant effect on customer attitudes.

Human attitude is the main predictor of behavior (actions) in everyday life. Attitude can determine a person's actions. The theory of reasoned action (1975) explains that attitudes influence behavioral intentions. Consideration of all the positive and negative impacts of an action also determines whether a person's attitude becomes a real action or not (Fishbein and Ajzen, 2015:75). The results showed that attitude plays an important role in determining patient behavior towards using the mHealth treatment website (Shiferaw et al., 2021). Attitudes also have a positive effect on behavioral intentions to adopt health products in Spain, Turkey and Pakistan (Chang et al., 2015; Barreto and Martinez, 2017; Karahoca et al., 2017; Rahi et al., 2020). however, there are studies stating there is no positive and significant relationship between attitude and continued intention to adopt mobile technology (Khalaif et al., 2021).
H_5: Attitude has a positive and significant effect on the continued intention to adopt.

Attitude refers to an individual's positive or negative perception of certain behaviors. It shapes the desire to use information systems (Fishbein and Ajzen, 2015:75). Theory of Reasoned Action places customer attitudes in a central position in relation to human action. Personal beliefs and group beliefs determine customer attitudes as a function of human action beliefs. Customer attitude towards the use of technology is defined as an overall affective reaction of individuals to use a system. The individual's decision to adopt a new information system is primarily based on his attitude towards the system, which is a function of the perceived ease of use and the perceived usefulness or quality of the service (Fishbein and Ajzen, 2015).

The results of previous research indicate that customer attitudes are very important in determining patient behavior towards the use of telemedicine treatment websites (Rahi et al., 2020). Many studies have discussed the effect of perceived usefulness and ease of use on continued intention to adopt, but attitude intention as a mediating variable is still rare. Customer attitude variables can mediate the research

gap in previous empirical studies. The research results of Akinwale et al. (2020), Rahi et al. (2020), and Zhang et al. (2020) showed a positive and significant attitude mediating patient behavior towards the adoption of digital health services. The attitude here is a supporting mediating variable that influences continued intention to adopt through perceived usefulness and ease of use.

H_6: Customer attitudes are able to mediate positively and significantly the effect of perceived usefulness on continued intention to adopt.

Attitude refers to an individual's positive or negative perception of certain behaviors. It shapes the desire to use information systems (Fishbein and Ajzen, 2015:75). Theory of Reasoned Action (TRA) places attitude in a central position in relation to human action. Attitude as a function of belief in human action is determined by personal beliefs and group beliefs. The customer's attitude towards the use of technology is defined as an affective reaction of the whole individual to use a system. The individual's decision to adopt a new information system is primarily based on his attitude towards the system, which is a function of the perceived ease of use and the perceived usefulness or quality of the service (Fishbein and Ajzen, 2015).

The results of previous research indicate that customer attitudes have a very important role in determining patient behavior towards the use of telemedicine treatment websites (Rahi et al., 2020). Many studies have discussed the effect of perceived usefulness and ease of use on intention to adopt, but attitude intention as a mediating variable is still rare. The research discrepancy in previous empirical studies can be mediated by attitude variables. The research results of Akinwale et al. (2020), Rahi et al. (2020), and Zhang et al. (2020) showed that customer attitudes positively and significantly mediated patient behavior towards the adoption of digital health services. The attitude here is a supporting mediating variable that influences continued intention to adopt through perceived usefulness and ease of use.

H_7: Customer attitudes are able to positively and significantly mediate the effect of perceived ease of use on continued intention to adopt.

3. Materials and Methods

This research is associative research and uses a quantitative approach. The sampling method used is non-probability sampling. The selected non-probability sampling technique is purposive sampling. The data collection technique was carried out by filling out a closed questionnaire. The measurement scale used in this study is the ordinal scale or commonly called the Likert scale. Respondents fill in the questions given in accordance with the actual situation. This study uses the Partial Least Square (PLS) based Structural Equation Model (SEM) approach. The location of this research is in Denpasar. Denpasar was chosen as the research location because it is one of Indonesia's areas with the highest digital literacy (Burhan, 2020). Denpasar was chosen because it is in the first rank of internet users in Bali, namely with a percentage of 81.55 percent (BPS, 2021). Field research was carried out by distributing questionnaires via the Google form to customers in Denpasar who have an account and have used the *HaloDoc* application at least once in the last six months. The number of the population used in this study is infinite or infinite. In multivariate research, the sample size should be multiplied by 5-10 multiplied by the number of variable indicators in the study. This study uses 16 indicators, so the sample size is in the range of 80-160. Based on these considerations, this study's sample size was 160 respondents.

This study uses the Partial Least Square (PLS) based Structural Equation Model (SEM) approach. PLS is defined by two equations, namely, the inner model and the outer model. Hypothesis testing is done by looking at the comparison of the t-statistic value with the t-table. Suppose the t-statistic is higher than the t-table value. In that case, the hypothesis is supported or accepted, or by looking at the p-value, where the p-value with a value of ≤ 0.05 means the hypothesis is supported or accepted. The calculation results can be seen directly from the path coefficient and the total effect on the processed data. To test the mediating variable, this study uses the Sobel Test.

4. Results and Discussion

The respondents used in this study had several different characteristics or identities in filling out the questionnaire. The characteristics of the respondents are presented in Table 1. as follows.

Table 1 shows that most research respondents came from the millennial generation. The millennial generation is the generation born from 1980 to 2000, which is in the age range of 20 to 40 years. The millennial generation is at the most productive age to make the best contribution to the economy. It is an early adapter that quickly follows the latest technological developments and is generally used to use the latest technology. This makes the millennial generation the right target for *HaloDoc's mHealth* market in Indonesia.

4.1. Results of Outer Model

The outer model measurement model is evaluated with convergent and discriminant validity of indicators, as well as the composite reliability for all indicators.

4.1.1. Convergent Validity

Convergent validity can be seen from the correlation between the indicator and variable scores.

Based on Table 2, it can be seen that all outer loading variable values are greater than 0.50. Thus, it can be stated that the data in this study are valid, meaning that the reflective indicator with the score of the latent variable has a good correlation.

Table 1. Characteristics of Respondents

No	Characteristics of Respondents	Total (people)	Percentage (%)
1	**Based on Gender**		
	Male	53	33,1
	Female	107	66,9
	Total	**160**	**100**
2	**Based on Age**		
	18-22 years old	25	15,6
	23-27 years old	65	40,6
	28-32 years old	21	13,1
	33-37 years old	10	6,3
	38-43 years old	5	3,1
	43-47 years old	17	10,6
	48-52 years old	8	5
	53-57 years old	6	3,7
	58-62 years old	3	1,9
	Total	**160**	**100**
3	**Based on Latest Education**		
	Senior High School	48	30
	Diploma	14	8,7
	Bachelor	91	56,9
	Master	7	4,4
	Total	**160**	**100**
4	**Based on Job**		
	Civil Servant	10	6,3
	Police	2	1,2
	Medical Personnel	38	23,8
	Private Employees	66	41,3
	Entrepreneurs	20	12,5
	Professional	15	9,4
	Government employees	2	1,2
	State-Owned Enterprises	1	0,6
	Retired	1	0,6
	Pharmacist Assistant	1	0,6
	Student	1	0,6
	College Student	3	1,9
	Total	**160**	**100**
5	**Based on Income/Month**		
	IDR 2 million – IDR 5 million	102	63,7
	> IDR 5 million – IDR 10 million	42	26,2
	> IDR 10 million – IDR 15 million	11	6,9
	> IDR 15 million – IDR 20 million	3	1,9
	> IDR 20 million – IDR 25 million	1	0,6
	> IDR 25 million	1	0,6
	Total	**160**	**100**

Source: Primary Data, (2022)

Table 2. Results of Convergent Validity

	Perceived Usefulness (X_1)	Perceived Ease of Use (X_2)	Attitude (Y_1)	Continued Intention to Adopt (Y_2)
X1.1	0.876			
X1.2	0.841			
X1.3	0.857			
X1.4	0.792			
X2.1		0.923		
X2.2		0.865		
X2.3		0.926		
X2.4		0.908		
Y1.1			0.866	
Y1.2			0.875	
Y1.3			0.872	
Y1.4			0.817	
Y2.1				0.925
Y2.2				0.937
Y2.3				0.837
Y2.4				0.841

Source: Primary data processed, 2022

4.1.2. Discriminant Validity

This test is carried out by examining the cross-loading with the latent variable.

Table 3. Discriminant Validity Cross–Loading Validity Test

	Perceived Usefulness (X_1)	erceived Ease of Use (X_2)	Attitude (Y_1)	ontinued Intention to Adopt (Y_2)
X1.1	0.876	0.630	0.590	0.616
X1.2	0.841	0.604	0.627	0.636
X1.3	0.857	0.613	0.541	0.670
X1.4	0.792	0.495	0.578	0.587
X2.1	0.625	0.923	0.616	0.680
X2.2	0.592	0.865	0.627	0.650
X2.3	0.647	0.926	0.594	0.728
X2.4	0.660	0.908	0.583	0.675
Y1.1	0.601	0.594	0.866	0.618
Y1.2	0.607	0.570	0.875	0.640
Y1.3	0.572	0.584	0.872	0.658
Y1.4	0.602	0.543	0.817	0.631
Y2.1	0.642	0.665	0.670	0.925
Y2.2	0.696	0.717	0.671	0.937
Y2.3	0.638	0.575	0.654	0.837
Y2.4	0.663	0.710	0.636	0.841

Source: Primary data processed, 2022

Based on Table 3, it can be seen that all cross-loading values for each indicator for each variable are greater than 0.50. Thus, it can be stated that the data in the study are valid, meaning that the latent variable has become a good comparison for the research model.

4.1.3. Composite Reliability

The reliability test used the Cronbach Alpha parameters and composite reliability in this study.

Table 4. Construct Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Perceived usefulness	0.863	0.907
Perceived ease of use	0.927	0.948
Attitude	0.880	0.918
Continued intention to adopt	0.908	0.936

Source: Primary data processed, 2022

Based on the reliability test using Cronbach Alpha and composite reliability, the parameter values of all constructs are above 0.7. Thus, the reliability test using Cronbach alpha and composite reliability of all constructs has good internal consistency for use in testing this model.

4.2. Results of Inner Model

Inner model testing is done by looking at the R-square value, a goodness of fit model test.

4.2.1. R-Square Value

The coefficient of determination (R2) is used to assess how much the influence of the endogenous construct is affected by the exogenous construct.

Table 5. Results of R-Square

	R Square	R Square Adjusted
Attitude	0.548	0.542
Continued intention to adopt	0.707	0.702

Source: Primary data processed, 2022

Based on the data presented in Table 5, it can be explained that the R-square value for the attitude variable is 0.548, which means that this research model is moderate or 54.8 percent; the variation in the attitude of HaloDoc customers in Denpasar is influenced by perceived usefulness and ease of use and the rest 45.2 percent is influenced by other factors not included in the model. The R-square value for the continued intention to adopt variable is 0.707, which means this research model is moderate or 70.7 percent, the variation of continued intention to adopt HaloDoc in Denpasar is influenced by perceived usefulness and ease of use and the remaining 29.3 percent is influenced by other factors not included in the model.

4.3. Results of Hypothesis Testing (Bootstrapping)

4.3.1. Results of Direct Effect

Table 6. Results of the Direct Effect Test

	Original Sample (O)	ample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived usefulness (X_1) -> Continued intention to adopt (Y_2)	0.289	0.281	0.095	3.044	0.002
Perceived Ease of Use (X_2) -> Continued intention to adopt (Y_2)	0.346	0.353	0.092	3.746	0.000
Perceived Usefulness (X_1) -> Customer Attitude (Y_1)	0.445	0.443	0.080	5.550	0.000
Perceived Ease of Use (X_2) -> Customer Attitude (Y_1)	0.358	0.357	0.078	4.593	0.000
Customer Attitude (Y_1) -> Continued intention to adopt (Y_2)	0.311	0.313	0.084	3.684	0.000

Source: Primary data processed, 2022

- The p-value for testing the perceived usefulness of continued intention to adopt is 0.002, which is lower than 0.05. These data indicate that perceived usefulness positively and significantly affects continued intention to adopt.
- The p-value to test the effect of ease of use on continued intention to adopt is 0.000, which is lower than 0.05. This data shows that Ease of use has a positive and significant effect on the continued intention to adopt.

- The p-value to test the effect of perceived usefulness on customer attitudes is 0.000, which is lower than 0.05. This data indicates that perceived usefulness positively and significantly affects customer attitudes.
- The p-value to test the effect of ease of use on customer attitudes is 0.000, which is lower than 0.05. This data shows that ease of use has a positive and significant effect on customer attitudes.
- The p-value to test the effect of customer attitudes on continued intention to adopt is 0.000, which is lower than 0.05.

These data indicate that customer attitudes positively and significantly affect continued intention to adopt.

4.3.2. Results of Indirect Effect (mediation variable examination)

Table 7. Results of the Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Statistics (|O/STDEV|)	P Value
Perceived Usefulness (X_1) -> Customer Attitude (Y_1) -> Continued intention to adopt (Y_2)	0.138	0.139	0.048	2.892	0.004
Perceived Ease of Use (X_2) -> Customer Attitude (Y_1) -> Continued intention to adopt (Y_2)	0.111	0.111	0.037	2.970	0.003

Source: Primary data processed, 2022

The p-value to test the effect of customer attitudes in mediating the perceived usefulness of continued intention to adopt is 0.004, which is lower than 0.05. These data indicate that customer attitudes can mediate the influence between perceived usefulness and continued intention to adopt.

The p-value to test the influence of customer attitudes in mediating ease of use on continued intention to adopt is 0.003, which is lower than 0.05. These data indicate that customer attitudes can mediate the influence between ease of use and continued intention to adopt.

4.4. The effect of Perceived Usefulness on Continued Intention to Adopt

Based on the hypothesis test shows that the p-value is 0.002, which is lower than 0.05. These results indicate that H1 is accepted and H0 is rejected. This means that the perceived usefulness positively and significantly affects continued intention to adopt. This means that if the HaloDoc application is felt to be more useful, it will increase the intention to continue to reuse the HaloDoc application. These results also support the Technology Acceptance Model (TAM) theory that perceived usefulness influences intention to use.

Consumers or customers intend to use technology because it benefits them. The more people find the technology useful, the more they intend to do something with technology. In using the HaloDoc application, if people feel that conducting health consultations is beneficial, that is, they can speed up health consultations, can address the need for health consultations, can increase the effectiveness of health consultations. The use of the application is not limited by time. Then people intend to continue conducting health consultations through the HaloDoc application.

The results of this study also support research from Zagita et al. (2019) stated that perceived usefulness had a positive and significant effect on the intention to adopt. The results of this study also support several studies that state that perceived usefulness has a positive and significant direct effect on the continued intention to adopt mHealth services (Zhao et al., 2018; Akinwale et al., 2020; Wakhida et al., 2020).

4.5. The Effect of Ease of use on Continued Intention to Adopt

Based on the hypothesis test shows that the p-value is 0.000, which is lower than 0.05. These results indicate that H2 is accepted and H0 is rejected. This means that ease of use has a positive and significant effect on the continued intention to adopt. This means that if the perceived ease of use of the HaloDoc application gets better or increases, it

will increase the intention to continue to use the HaloDoc application again. These results also support the Technology Acceptance Model (TAM) theory that perceived ease of use influences intention to use.

Consumers or customers intend to use technology because the technology is easy to use, such as using the HaloDoc application. Suppose people feel that the HaloDoc application is easy to learn, controllable, easy to use, and understandable. In that case, people intend to continue conducting health consultations through the HaloDoc application. The results of the respondents' characteristics show that most of the research respondents come from the millennial generation. The millennial generation is the generation born from 1980 to 2000, which is in the age range of 20 to 40 years. The millennial generation is at the most productive age to make the best contribution to the economy. It is an early adapter that quickly follows the latest technological developments and is generally used to use the latest technology. This makes the millennial generation the right target for the mHelath market for the HaloDoc application in Indonesia and is a generation that learns to use technology more quickly. The results of this study also support several studies that state a positive and significant direct effect of ease of use on continued intention to adopt mHealth services (Zhao et al., 2018; Akinwale et al., 2020; Hermawan et al., 2021).

4.6. The Effect of Perceived Usefulness on Customer Attitudes

Based on the hypothesis test shows that the p-value is 0.000, which is lower than 0.05. These results indicate that H3 is accepted and H0 is rejected. This means that perceived usefulness has a positive and significant effect on customer attitudes. It means that if the perceived usefulness of using the HaloDoc application improves or increases, it will increase customer attitudes towards using the HaloDoc application. These results also support the Technology Acceptance Model (TAM) theory that perceived usefulness influences attitudes toward use.

Items that can have a significant effect on the perceived usefulness of health consultations on consumer attitudes in using the HaloDoc application are the health product services offered are very useful as an initial solution for health care, the health product services offered can help manage health better, health support test registration services help communicate better with health service providers, and customers want to try the HaloDoc application as a new solution in the future. The four-factor indicators of the perceived usefulness of using the HaloDoc application can influence consumer attitudes towards using the HaloDoc application. The results of this study also support several studies that state that perceived usefulness has a positive and significant direct effect on customer attitudes toward mHealth services (Zhao et al., 2018; Alhasan et al., 2020; Akinwale et al., 2020).

4.7. The Effect of Ease of Use on Customer Attitudes

Based on the hypothesis test shows that the p-value is 0.000, which is lower than 0.05. These results indicate that H4 is accepted and H0 is rejected. This means that ease of use has a positive and significant effect on customer attitudes. This means that if the perceived ease of use of the HaloDoc application gets better or increases, it will increase the customer's attitude towards continuing to use the HaloDoc application again. These results also support the Technology Acceptance Model (TAM) theory that perceived ease of use influences attitudes toward use.

Items that can significantly affect the perceived ease of use of the HaloDoc application on consumer attitudes towards using the HaloDoc application are that the HaloDoc application is easy to learn, controllable, clear to use, and understandable. The four indicators of perceived ease of use of the HaloDoc application can influence consumer attitudes towards the intention to continue using the HaloDoc application. The results of this study also support several studies which state that there is a positive and significant direct effect of ease of use on customer attitudes toward mHealth services (Zhao et al., 2018; Alhasan et al., 2020; Akinwale et al., 2020)

4.8. The Effect of Customer Attitudes on Continued Intention to Adopt

Based on the hypothesis test shows that the p-value is 0.000, which is lower than 0.05. These results indicate that H5 is accepted and H0 is rejected. This means that customer attitudes positively and significantly affect continued intention to adopt. This means that if the customer's attitude gets better or increases, it will increase the intention to continue using the HaloDoc application. The results of this study explain that the better the customer's attitude towards the HaloDoc application, the higher the intention to continue to adopt it by reusing the HaloDoc application in Denpasar. Customers tend to have a good and positive attitude towards digital health services provided with HaloDoc features, so they tend to have a high intention to adopt. This statement also applies to vice versa. If the customer does not have a good and positive attitude towards the HaloDoc application, the customer is reluctant to adopt the service.

These results also support the Theory of Reasoned Action (TRA) that behavioral beliefs and evaluation of behavioral outcomes lead to attitudes, and attitudes lead to behavioral intentions that result in behavior. Attitude is a factor that determines a person's behavior; at a practical level, all marketing activities are related to consumer attitudes. Some researchers who use the TAM model to predict behavior also still use TAM (while maintaining the attitude construct as a mediating variable). Thus, the

consumer's intention to continue to use the HaloDoc application is determined or can be influenced by the consumer's attitude towards using the HaloDoc application. The results of this study support several studies that state that there is a positive and significant direct effect of customer attitudes on continued intention to adopt mHealth services (Chang et al., 2015; Barreto and Martinez, 2017; Karahoca et al., 2017; Rahi et al., 2020).

4.9. The Effect of Attitude in Mediating the Effect of Perceived Usefulness on Continued Intention to Adopt

Based on the hypothesis test shows that the p-value is 0.004, which is lower than 0.05. These results indicate that H6 is accepted and H0 is rejected. This means that the customer's attitude can partially mediate the variable of perceived usefulness towards continued intention to adopt.

High perceived usefulness can increase positive attitudes towards the HaloDoc application, increasing the intention to continue adopting digital health services on the HaloDoc application in Denpasar. Partial mediation suggests that the mediating variable explains some, but not all, of the relationship between the dependent and independent variables. Partial mediation implies that there is simply no significant relationship between the mediator and the dependent variables and some direct relationship between the dependent and independent variables. The results of this study are consistent with the theory of Fishbein and Ajzen (1975) that attitude has a certain mediating effect on the relationship between perceived usefulness and behavioral intention. These results are also consistent with the Technology Acceptance Model (TAM) approach, where perceived usefulness influences customer attitudes, as a result of such influences indirectly influencing behavioral intentions and behavior (Fishbein and Ajzen, 1975). Respondents stated that the benefits felt by the HaloDoc application helped meet health needs. This condition forms a positive and good attitude towards the HaloDoc application, so they intend to continue adopting it. HaloDoc is the first mHealth application; always remember when you need initial health services.

The results of this study also support several studies which show that attitudes mediate positively and significantly patient behavior towards the adoption of digital health services. The attitude is a supporting mediating variable that influences continued intention to adopt through perceived usefulness and ease of use (Akinwale et al., 2020; Rahi et al., 2020; Zhang et al., 2020).

4.10. The Effect of Attitude in Mediating the Effect of Ease of Use on Continued Intention to Adopt

Based on the hypothesis test shows that the p-value is 0.003, which is lower than 0.05. These results indicate that H7 is accepted and H0 is rejected. This means that customer attitudes are able to partially mediate the ease of use variable towards continued intention to adopt. A high ease of use can increase good attitudes towards the HaloDoc application so that it can increase the intention to continue adopting digital health services on the HaloDoc application in Denpasar. Partial mediation suggests that the mediating variable explains some, but not all, of the relationship between the dependent and independent variables. Partial mediation implies that there is not only a significant relationship between the mediator and the dependent variable but also some direct relationship between the dependent and independent variables.

The results of this study are consistent with the theory of Fishbein and Ajzen (1975), an attitude has a certain mediating effect on the relationship between ease of use and behavioral intention. These results are also consistent with the Technology Acceptance Model (TAM) approach, where ease of use influences customer attitudes, as a result of such influences indirectly influencing behavioral intentions and behavior (Fishbein and Ajzen, 1975). Respondents stated that the ease of use felt by the HaloDoc application helps to meet health needs. This condition forms a positive and good attitude towards the HaloDoc application so that they have the intention to continue adopting it. Respondents intend to continue adopting services on HaloDoc because the HaloDoc application is easy to learn, controllable, clear to use, and understandable.

The results of this study also support several studies which show positive and significant patient behavior mediating attitudes towards the adoption of digital health services. The attitude is a supporting mediating variable that influences continued intention to adopt through perceived usefulness and ease of use (Akinwale et al., 2020; Rahi et al., 2020; Zhang et al., 2020).

5. Conclusion

Based on the results of empirical testing and discussion, the following conclusions are obtained. The perceived usefulness positively and significantly impacts the continued intention to adopt the HaloDoc application in Denpasar. Perceived ease of use has a positive and significant effect on the continued intention to adopt the HaloDoc application in Denpasar. The perceived usefulness has a positive and significant impact on the customer attitude toward the HaloDoc application in Denpasar. Perceived ease of use has a positive and significant effect on the customer attitude toward the HaloDoc application in Denpasar. Customer attitudes have a positive and significant effect on the continued intention to adopt the HaloDoc application in Denpasar. Customer attitudes mediate positively and significantly the effect of perceived usefulness on the continued intention to adopt the HaloDoc application in Denpasar. Customer attitude positively and significantly mediates the effect of perceived ease of use on the continued intention to adopt the HaloDoc application in Denpasar.

Suggestions that can be given based on conclusions for further research can use other variables such as perceived severity, health risks, fear-arousing communications, satisfaction and motivated heuristic processing. The researchers hope that future studies can explain the factors influencing the continued intention to adopt digital health services in the mHealth application. Suggestions for the HaloDoc company are to add health professionals who are of interest to customers to increase positive customer attitudes if the services provided are satisfactory, expand access with partner pharmacies or support health services in all regions, both cities and villages, and develop HaloDoc application software so that it is easier and more efficient can be used by all ages.

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