
Evaluation of Sayang Beta Website Using UTAUT Method in Adolescents and Adults

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Abstract

The Sayang Beta website is a digital health information media developed by the Semarang City Health Office to improve adolescent and early adult health literacy. This study aims to evaluate user acceptance of the Sayang Beta Website using the Unified Theory of Acceptance and Use of Technology (UTAUT) method. The study used a quantitative approach with a cross-sectional design of 108 respondents, who were selected through accidental sampling techniques. Data were collected using a Likert scale questionnaire and analyzed using multiple linear regression. The results of the study show that the UTAUT model is able to explain the intention to use the Sayang Beta Website well. The Adjusted R Square value of 0.695 shows that 69.5% of behavioral intention is influenced by the variables of performance expectancy, effort expectancy, social influence, and facilitating conditions. Partially, performance expectancy (sig = 0.008), social influence (sig = 0.012), and facilitating conditions (sig = 0.010) had a significant effect on behavioral intention, while effort expectancy had no significant effect (sig = 0.269). This study concludes that the Sayang Beta Website has potential as a digital health literacy media, but it needs further development in terms of language, usage guidelines, visual content variations, and promotional strategies so that its use is more optimal.

Keywords: *Website Evaluation, Sayang Beta, UTAUT, Digital Literacy*

INTRODUCTION

The development of information technology and science in the era of globalization is taking place very rapidly and is integrated with various fields, including the health sector (1). The advancement of the internet and digital technology also opens up great opportunities in the provision and dissemination of health information to the public widely and quickly (2). This condition causes access to digital technology to play an important role in shaping health behaviors, especially in adolescents and adults in the decision-making process related to personal health (3). However, the high intensity of internet use that is not accompanied by adequate assistance and literacy also has the potential to increase the spread of misinformation (4). Therefore, it is necessary to provide digital literacy based on digital health information media that is credible, easily accessible, and in accordance with the characteristics of users, especially adolescents and adults as a means of education and prevention in dealing with the complexity of health problems that Indonesia is still facing.

Health problems in Indonesia are still dominated by infectious and non-communicable diseases (5). Data from the Ministry of Health in 2024 shows a high number of cases of infectious diseases such as Diarrhea 3,056,072 cases, Tuberculosis 856,420 cases, Rabies 185,359 cases, HIV as many as 63,707 cases, AIDS 21,536 cases and leprosy 14,698 cases. Meanwhile, cases of non-communicable diseases are Malaria

543,965 cases, dengue 257,271 cases, Filariasis 5,601 cases, Leptospirosis 1,506 cases, (6). Meanwhile, in Semarang City in 2024 infectious and non-communicable diseases are also still high where data from the Health Office in 2024 shows that infectious diseases such as Tuberculosis are 6,805 cases, Pneumonia is 1,542 cases, HIV is 691 new cases, bringing the total HIV in 2024 to 7,816 cases, and Diarrhea 41,038 cases. On the other hand, non-communicable diseases also show a significant burden, such as hypertension as many as 288,750 cases, diabetes 34,561 cases, severe ODGJ at the age of 15-59 years there are 3,872 cases (7). The high burden of the disease shows that promotive and preventive efforts through increasing public knowledge and understanding still need to be carried out (8).

One of the factors that play a role in promotive and preventive efforts is the level of public health literacy (9). Low health literacy can have an impact on delays in disease treatment, poor health decision-making, and low adherence to clean and healthy living behaviors (10). Therefore, as a solution, the Semarang City Health Office develops a website-based digital literacy for the community to provide education for adolescents and adults. This website is Sayang Beta which contains health information media in the form of articles, posters, infographics, and videos with various topics related to individual health. This website is designed with the aim of increasing individual knowledge as a promotive and preventive means in overcoming infectious and non-communicable diseases in Semarang City.

Based on an initial survey conducted on 108 respondents, the website unfortunately beta is not widely known by many people, namely as many as 97 people stated that they did not know the website. In the development of information systems, the testing process is required as part of validation and verification to ensure that the system is in accordance with the needs of users. The model used is UTAUT (Unified Theory of Acceptance and Use of Technology) developed by Venkatesh (11). Using the UTAUT method, this study aims to evaluate the acceptance rate of the Sayang Beta Website from the user side as well as to get features, and content ideas or health topics needed by users.

METHODS

This study is a quantitative research with a cross sectional approach with the UTAUT method which aims to analyze the influence of performance expectancy, effort expectancy, social influence, and facilitating conditions on the use intention (behavioral intention) of the Sayang Beta Website. This data collection was carried out directly by accidental sampling techniques and through google forms which were carried out from November 4, 2025 to December 2, 2025. The research instrument used a 5-point likert scale, consisting of: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. The questionnaire used has gone through validity tests and reliability tests. Invalid and unreliable statement items have been eliminated and fixed, so only items that meet the criteria are used in the study. The number of samples in this study is 108 respondents, with the criteria of adolescents and adults who have received education through socialization activities of the Sayang Beta Website at MA Askhabul Kahfi and intern students at the Semarang City Health Office. The data analysis used included univariate analysis to describe the characteristics of respondents and the distribution of each variable, as well as multivariate analysis using multiple linear regression tests to identify the influence of independent variables on dependent variables.

The multiple linear regression model is shown in the following equation (12):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

Description:

Y= Behavioral intention

X1= Performance Expectancy

X2= Effort Expectancy

X3= Social Influence

X4= Facilitating Conditions

a =Constant

b1-b2= The regression coefficient of each independent variable

Table 1. Variables and Dimensions

Variable	Dimensions	Notation
Effort Expectancy (EE)	Ease of Interaction	E1
	Complexity	E2
	Perception of Ease	E3
	Ease of learning	E4

Variable	Dimensions	Notation
Performance Expectancy (PE)	Perception of Ease	PE1
	Speed of work	PE2
	Performance advantages	PE3
	Motivation	PE4
Social Influence	Family factors	FC1
	Conditions that facilitate	FC2
	Knowledge	FC3
	Compatibility	FC4
	Widely accepted	FC4
Behavioral Intention to Use The System (BIUS)	Intend to use more often	BIUS1
	Have high confidence in using	BIUS2
	Predict to use	BIUS3
	Plan to use	BIUS4
	Have high confidence in using	BIUS5

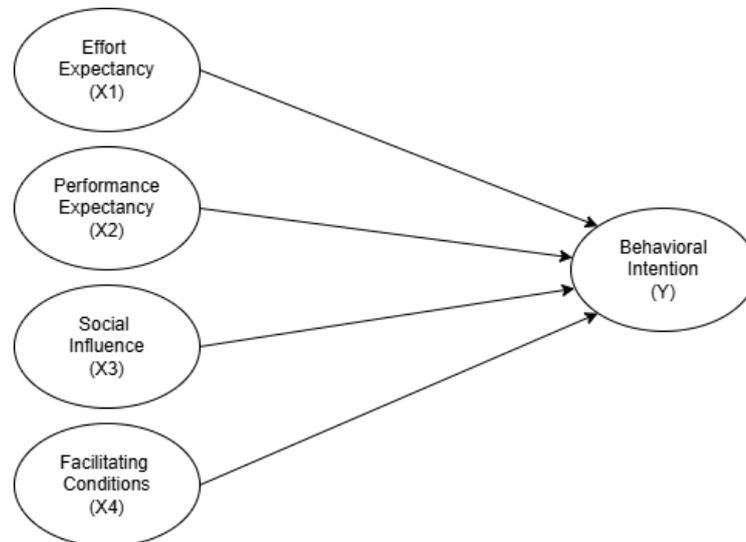


Image 1. UTAUT Concept Framework (13)

RESULTS

Based on respondents' answers from the following google form, the results of the research include respondent characteristics, independent variables of Effort Expectancy, Performance Expectancy, Social Influence, facilitating condition, behavioral intention-bound variables, and multiple linear regression test outputs. The following is a table of respondent characteristics.

Table 2. Characteristics of respondents

Characteristics of respondents	Answer	Frequency (n)	Percent (%)
Gender	Male	23	37.5
	Women	85	62.5
Age	Teenagers (10-18 years old)	30	31.7
	Adults (20-23 years)	78	45.8
Instances	High School	29	22.5
	College	79	66.7
Devices used when accessing	Smartphone	67	20.8

Characteristics of respondents	Answer	Frequency (n)	Percent (%)
Where do you find out about the website of my dear friend	Laptop	40	12,5
	Health Office	81	75
	Teacher	7	6,5
	Others	2	1,9
	Parents	1	0,9
	Friends	17	15,7

Source: Primary Data, 2025

This study involved 108 respondents who were dominated by women (78.7%) with an age range of 15–23 years and an average age of 20 years. Most of the respondents came from universities (79 people) and used mobile phones as the main device to access the Sayang Beta Website (62%). One of the independent variables analyzed in this study is effort expectancy. Effort expectancy is the level of individual perception of the extent to which the use of a system or technology is considered easy to understand and use. In the context of the Unified Theory of Acceptance and Use of Technology (UTAUT) model, effort expectancy describes how much effort a user feels when learning, operating, and interacting with a technology. The results of measuring the variable effort expectancy in this study are presented in the following table:

Table 3. Effort Expectancy

Effort Expectancy (X ₁)	STS %	TS %	N %	S %	SS %
X1_1	1,9	-	27,8	50	20,4
X1_2	0,9	5,6	36,1	41,7	15,7
X1_3	-	0,9	39,8	42,6	16,7
X1_4	-	5,6	34,3	44,4	15,7
X1_5	-	-	28,7	39,8	31,5
X1_6	-	-	21,3	43,5	35,2
X1_7	-	1,9	32,4	50,9	14,8
X1_8	-	0,9	27,8	50,9	20,4

Source: Primary Data, 2025

Based on the table, the Effort Expectancy of the Sayang Beta website is relatively high, as evidenced by the majority of respondents giving Agree (S) and Strongly Agree (SS) assessments on all statements. The highest percentage is in the belief that websites are a useful source of information (78.7%). In addition to effort expectancy, this study also analyzes performance expectancy variables, namely the level of individual confidence that the use of a system or technology can provide benefits in user activities. In the Unified Theory of Acceptance and Use of Technology (UTAUT) method, performance expectancy describes the extent to which users believe that the technology used is able to increase effectiveness and productivity. The results of the measurement of the performance expectancy variable are presented in the following table:

Table 4. Performance Expectancy

Performance Expectancy (X ₂)	STS %	TS %	N %	S %	SS %
X2_1	-	0,9	22,2	48,1	28,7
X2_2	-	3,7	24,1	50	22,2
X2_3	-	0,9	33,3	46,3	19,4
X2_4	-	0,9	41,7	41,7	15,7
X2_5	-	-	27,8	48,1	24,1
X2_6	-	-	27,8	52,8	19,4
X2_7	-	1,9	26,9	44,4	26,9
X2_8	-	0,9	35,2	40,7	23,1

Source: Primary Data, 2025

Based on the table of research results, users' Performance Expectancy towards the Sayang Beta Website is relatively high. The majority of respondents in all statements gave Agree (S) and Strongly Agree (SS) answers. As many as 76.8% of respondents (agree and strongly agree) stated that this website helps them find out health information. While the lowest percentage is found in the statement that the website can be accessed quickly (57.4%). In addition, this study also analyzes social influence variables, namely the extent to which individuals perceive that important people around them, such as family, friends, teachers, or health workers, believe that they should use a system or technology. In the Unified Theory of Acceptance and Use of Technology (UTAUT) model, social influence describes the influence of social norms, support, and recommendations from the social environment on individual decisions to accept and use technology. The results of measuring social influence variables are presented in the following table:

Table 5. Social Influence

Social Influence (X ₄)	STS %	TS %	N %	S %	SS %
X3_1	-	1,9	38,9	45,4	13,9
X3_2	-	0,9	30,6	44,4	24,1
X3_3	2,8	10,2	34,3	41,7	11,1
X3_4	-	1,9	39,8	46,3	12
X3_5	2,8	9,3	47,2	28,7	12
X3_6	0,9	1,9	38	45,4	13,9
X3_7	2,8	3,7	51,9	31,5	10,2
X3_8	0,9	2,8	46,3	37	13

Source: Primary Data, 2025

Based on the table of research results, the social influence variable showed that most respondents gave Neutral (N) to Agree (S) answers. As many as 68.5% of respondents (agree and strongly agree) stated that families provide facilities (devices, internet quotas, etc.) to access health information. On the other hand, the lowest percentage is found in the statement that many friends or lecturers are already familiar with the Sayang Beta website (40.7%), which indicates that the level of website recognition in the social environment is still relatively limited compared to other forms of social influence.

In addition, this study also analyzes the variable of facilitating conditions, namely the level of individual perception of the availability of resources, infrastructure, and adequate technical support to support the use of a system or technology. In the Unified Theory of Acceptance and Use of Technology (UTAUT) model, facilitating conditions include access to internet devices and networks, user knowledge or skills, and the existence of technical assistance or guidance that can facilitate the use of technology. The results of the research related to the facilitating conditions variable are presented in the following table:

Table 6. Facilitating Condition

Facillitating Coddition (X ₄)	STS %	TS %	N %	S %	SS %
X4_1	0,9	-	21,3	54,6	23,1
X4_2	0,9	3,7	26,9	49,1	19,4
X4_3	-	6,5	33,3	48,1	12
X4_4	-	-	31,5	51,9	16,7
X4_5	-	1,9	34,3	47,2	16,7
X4_6	0,9	0,9	29,6	52,8	15,7
X4_7	-	1,9	26,9	44,4	26,9

Source: Primary Data, 2025

Based on the facilitating condition variable, the highest percentage is found in the statement that the Sayang Beta website can be accessed at any time (77.7%). On the other hand, the lowest percentage is found in the statement that the Sayang Beta website is known and used by many people (48.2%), which indicates that although the facilities and support for the use of the website are good, the level of popularity or popularity of the website in the community is still relatively low compared to other supporting aspects. The bound variable of this study is Behavioral intention, which is the level of an individual's intention or desire to use a system or technology consciously in the present and in the future. In the Unified Theory of Acceptance and

Use of Technology (UTAUT) model, behavioral intention reflects the user's psychological readiness which is influenced by the perception of benefits, ease of use, social influence, and supporting conditions. Based on the results of the research, Behavioral intentions are as follows:

Table 7. Behavioral Intention

Behavioral Intention (X5)	STS %	TS %	N %	S %	SS %
X5_1	-	1,9	39,8	46,3	12
X5_2	-	2,8	29,6	50	17,6
X5_3	-	2,8	36,1	48,1	13
X5_4	-	2,8	35,2	47,2	14,8
X5_5	-	2,8	25,9	52,8	18,5
X5_6	-	-	30,6	52,8	6,7
X5_7	-	-	38,9	45,4	15,7

Source: Primary Data, 2025

Based on the table above, the user's Behavioral Intention towards the Sayang Beta Website shows that the majority of respondents give Agree (S) and Strongly Agree (SS) answers to almost all statements, which shows the intention to continue using the website as a source of health information. The highest percentage is in the belief that the Sayang Beta website provides accurate and up-to-date health information (69.5). Meanwhile, the lowest percentage is found in the statement of planning to use the website again, with an approval rate of around 58.3–61.1%.

In this study, the statistical analysis used to test variables in the Unified Theory of Acceptance and Use of Technology (UTAUT) method is a multiple linear regression test because it involves more than one independent variable. In the context of the UTAUT model, the regression test aims to determine the simultaneous influence of performance expectancy, effort expectancy, social influence, and facilitating conditions variables on behavioral intention, as well as to analyze the partial influence of each independent variable on behavioral intention. In addition, regression tests are also used to measure the contribution of variables in the UTAUT model in explaining the intention to use technology, which is shown through the value of R Square or Adjusted R Square.

Table 8. Model Summary Variables bound to Behavioral Intention

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841a	.707	.695	2.265

Source: Primary Data, 2025

The table above shows that the coefficient of determination of Adjusted R Square is 0.695. This shows that the variables Effort Expectancy (X₁), Performance Expectancy (X₂), Social Influence (X₃), and Facilitating Condition (X₄) contribute 0.695 x 100% = 69.5% to behavioral intention, while the remaining 30.5% are influenced by other variables that were not studied in this study.

Table 9. ANOVA Test / F Test

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	1272.499	4	318.125	62.017	.000b
Residual	528.353	103	5.130		
Total	1800.852	107			

Source: Primary Data, 2025

Based on the table of the results of the F test, it can be seen that the value of F calculated (62.017) > F of the table (2.31) and sig 0.000 < 0.05, so it can be said that performance expectancy, effort expectancy, social influence, facilitating conditions, simultaneously affect behavioral intention. The results of the annova test showed that the regression model involving the variables Effort Expectancy, Performance Expectancy, Social Influence, and Facilitating Condition had a significant effect simultaneously on Behavioral Intention.

Table 10. Regression Coefficients

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.961	1.577		1.243	.217
X1 EE	.102	.092	.118	1.112	.269
X2 OR	.253	.094	.299	2.702	.008
X3 SC	.216	.085	.238	2.550	.012
X4 FC	.272	.104	.266	2.614	.010

Source: Primary Data, 2025

Based on the results of the data processing above, the following equations are obtained:

$$Y=1.961+0.102X1+0.253X2+0.216X3+0.272X4$$

The equation shows that a constant value of 1.961 indicates that if all independent variables, namely performance expectancy, effort expectancy, social influence, and facilitating conditions, are considered to be zero, then the behavioral intention remains at a positive value. The effort expectancy regression coefficient of 0.102 indicates that every one unit increase in effort expectancy, assuming other variables are constant, will increase behavioral intention by 0.102. Furthermore, the regression coefficient of performance expectancy of 0.253 indicates that every increase in one unit of performance expectancy will increase behavioral intention by 0.253. The social influence regression coefficient of 0.216 shows that an increase of one unit of social influence will increase behavioral intention by 0.216. Meanwhile, a regression coefficient of facilitating conditions of 0.272 showed that every increase of one unit of facilitating conditions would increase behavioral intention by 0.272, assuming the other independent variables remained constant.

In addition to the above equation, the results of the multiple linear regression test on the partial test table (t-test) showed that the effort expectancy variable did not have a significant effect on behavioral intention, because the t-value of the table (1.112) < the t table (1.659) and sig (0.553) > 0.05. Meanwhile, the performance expectancy variable had a significant effect on behavioral intention because the t-value of the calculation (2.702) > t of the table (1.659) and the value of sig (0.008)<0.05. The social influence variable also had a significant effect on behavioral intention, because the t-value of the calculation (2.550) > the t-table (1.659) and the value of sig (0.012)<0.05. Furthermore, the facilitating conditions variable had a significant effect on behavioral intention because the t-value of the calculation (2.614) > t of the table (1.659) and the value of sig (0.010)<0.05.

DISCUSSION

Based on the results of the study, it showed that in 108 respondents it was dominated by women (78.7%) with an age range of 15-23 years and an average age of 20 years. These findings are in line with Oviani's statement that adolescents and early adults have higher levels of digital literacy and are more active in accessing health information through digital media (14). In addition, the main device used to access the website is a mobile phone, which shows that access to health information through mobile devices is the main choice of respondents because it is considered more practical and flexible. The use of mobile phones as the main device is also in line with previous research, which states that mobile devices are the main medium in accessing information services because of their flexible and easy-to-use nature (15).

The results of the study show that the effort expectancy on the Sayang Beta website perceives that this website is easy to understand and use. However, the test results It is known that the GIS value is 0.553 > 0.05 shows that effort expectancy has no significant effect on behavioral intention. This condition can be explained by the characteristics of respondents who are dominated by the productive age group, so that the aspect of ease of use is not the main consideration in determining the intention of use. These findings are in line with previous research, which states that the ease of use of information systems is not the main factor in shaping the intention of use (16). Overall, the effort expectancy of the Sayang Beta Website still needs improvements in terms of language, user guides, and technical performance so that ease of use can be felt optimally.

In the performance expectancy variable, respondents felt the benefits of using the Sayang Beta website as a source of information. Most of the respondents stated that the Sayang Beta website helps them obtain health information more easily and effectively. These findings are in line with Suryadana and Deli's research which shows that the perception of benefits is the main factor in encouraging the intention to use an information system (17). Thus, the greater the benefits felt, the greater the intention of respondents to use the Sayang Beta

website. This reinforces that the benefits of relevant content and according to user needs are the main factors that shape the intention to use.

Then social influence shows that the influence of the social environment plays a role in shaping the intention to use the Sayang Beta website. Support from family, friends and the surrounding environment influenced respondents to access and use websites as a source of health information. In In this case, the website sayang beta shows that although family support is quite high, the level of website recognition in the wider social environment is still relatively low. These results are in line with Destaningrum's research, which states that social support, both from family and the surrounding environment, is an important factor in shaping individual decisions to use information systems (18).

In the facilitating condition variable, it shows supporting conditions such as device availability, internet access, and ease of website access affect the intention to use the Sayang Beta website. This indicates that the better the facilities and support available, the more likely users are to take advantage of the website. On the website dear beta itself has been mshow that the aspect of technical facilities is good, but it needs to be supported by increased promotion and socialization. This finding is in accordance with Huddin who stated that supporting conditions such as adequate facilities play a role in determining the success of the use of an information system (19).

The results of the study show that *Behavioral Intention* users of the Sayang Beta website are quite high, which indicates that respondents intend to continue using the website as a source of health information. These findings are in line with the concept *Behavioral Intention* in models *Unified Theory of Acceptance and Use of Technology* (UTAUT) which states that behavioral intentions are the main predictors in the use and sustainability of the use of an information system (11). In terms of usage intensity, most respondents stated plans to access the website regularly, both with weekly and monthly frequency, which reflects the existence of *Continuity Intent* to digital health platforms. These results are in line with Faida's research which shows that the high intention of continuous use of digital health services correlates with the tendency of users to continue to use these services regularly (20). However, there are still some respondents with relatively low access intensity in the beta site, which shows the need for a strategy to increase user engagement (*User Engagement*), such as strengthening content quality and optimizing interactive features, as recommended in previous studies related to the adoption and sustainability of the use of digital-based health technology.

Overall, the results of the study show that the *Performance expectancy*, *Social Influence*, and *facilitating conditions* has a significant effect on *Behavioral Intention* users, while *Effort expectancy* did not show significant influence. These findings indicate that the respondents' intention to use the Sayang Beta website is more influenced by the perceived benefits of using the website, social environment support, and the availability of supporting facilities and infrastructure, compared to the aspect of ease of use. These results are in line with the framework *Unified Theory of Acceptance and Use of Technology* (UTAUT) which states that *Performance expectancy* and *Social Influence* is the main determinant *Behavioral Intention*, while the influence *Effort expectancy* tends to decrease in the group of users who are used to digital technology (13). Similar findings were found in Yuwono and Ellyawati's research, which showed that on digital health platforms, the intention of use was more influenced by the perception of environmental benefits and support than ease of use (21). Therefore, the development of the Sayang Beta website is recommended to be more focused on improving the quality and relevance of health information content, as well as expanding socialization to the public, so that its use as a health information medium can be more optimal and sustainable

CONCLUSION

The results of the study show that the UTAUT model is able to explain the intention to use the Sayang Beta Website, with an Adjusted R Square value of 0.695 or 69.5%. Based on the regression test, variable performance expectancy, social influence, and facilitating conditions had a significant effect on behavioral intention, while effort expectancy had no significant effect. Therefore, the Sayang Beta website has the potential as a digital health literacy media, but it needs to be developed in the language aspect of articles that are easy to understand by teenagers and adults, there are guidelines for using the website so as not to be confusing, content that is up to date, and various health promotion media such as short videos, infographics, films with various health topics according to the needs of users.

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