

Tingkat Adopsi Dokter Terhadap Elektronik *Prescribing* Di Rumah Sakit Umum Daerah Provinsi Banten

Modifikasi Teori Difusi Inovasi

Amaryllies Sarah

ABSTRAK

Penelitian ini bertujuan untuk menganalisis adanya pengaruh *relative advantage, compatibility, complexity, trialability, dan observability* secara simultan berpengaruh terhadap tingkat penerimaan dokter terhadap *e-prescribing* di RSUD Provinsi Banten.

Desain penelitian ini adalah *eksplanatori kausalitas (Explanatory Research)*. Dikategorikan kedalam penelitian *cross sectional*. Populasi dalam penelitian ini adalah semua dokter yang bekerja di RSUD Provinsi Banten baik PNS dan non PNS, sebanyak 65 orang responden. Variabel dependent dalam penelitian ini adalah tingkat penerimaan dokter dan variabel independen adalah *relative advantage, compatibility, complexity, trialability dan observability*. Instrumen penelitian menggunakan kuesioner dengan menggunakan skala likert 1-4. Penelitian ini menggunakan analisis regresi linear berganda.

Hasil penelitian yang didapatkan yaitu *relative advantage, compatibility, complexity, trialability, dan observability* secara simultan berpengaruh positif terhadap tingkat penerimaan dokter terhadap *e-prescribing* di RSUD Provinsi Banten.

Teori adopsi inovasi yang dikembangkan Rogers (1983) menjelaskan lima karakteristik inovasinya terbukti. Lima karakteristik inovasi karya Rogers (*relative advantage, compatibility, complexity, trialability, observability*) yang secara teori bisa memprediksi kecepatan individu menerima ide-ide baru, dan membantu mensosialisasikan tentang inovasi *e prescribing* kepada dokter-dokter di RSUD Provinsi Banten melalui kelima karakteristik ini, terutama *trialability* dan *relative advantage*.

Kata Kunci : Tingkat Penerimaan, *Relative Advantage, Compatibility, Complexity, Trialability* dan *Observability*.

Level of Doctor Adoption Against Prescribing Electronics at Banten Province Regional General Hospital

Modification The Diffusion Theory Of Innovation

Amaryllies Sarah

ABSTRACT

The aim of this research is to analyze the influence of relative advantage, compatibility, complexity, trialability, and observability simultaneously have a positive effect on the level of Doctor's acceptance of e-prescribing at the Banten Provincial Hospital.

This study used explanatory causality (Explanatory Research) as the research design which was categorized into cross sectional research. The population this study used were all doctors who worked in Banten Provincial Public Hospital both civil servants and non-civil servants that was 65 respondents. The dependent variable in this study was the doctor's acceptance level and the independent variables were relative advantages, compatibility, complexity, trialability and observability. The instrument this study used a questionnaire using the Likert scale 1-4. This study used multiple linear regression analysis.

The results of the research showed that relative advantage, compatibility, complexity, trialability, and observability simultaneously have a positive effect on the level of physician acceptance of e-prescribing in Banten Provincial Hospital.

Innovation adoption theory developed by Rogers (1983) describes five proven characteristics of innovation. Five characteristics of Rogers' work innovations (relative advantages, compatibility, complexity, trialability, observability) that can theoretically predict the speed of individuals receiving new ideas, and help socialize about innovation e prescribing to doctors at Banten Provincial Hospital through these five characteristics, especially trialability and relative advantages.

Keywords : *Acceptance Level, Relative Advantage, Compatibility, Complexity, Trialability and Observability.*