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Analysis Of The Influence Of Perceived Usefulness, Subjective Norm And Perceived Ease Of Use On Usage Behavior Through Behavioral Intention On The Acceptance Of Rme In Rsud Mayjend H.M. Ryacudu North Lampung

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ABSTRACT: In the era of digital transformation, the healthcare sector is required to adapt to technological developments, especially in terms of recording and managing patient medical data. Electronic Medical Records (RME) is a strategic solution that can improve efficiency, accuracy, and integration of health services. The implementation of RME in health facilities faces a number of challenges. Infrastructure readiness, limited human resources (HR), and resistance to change are factors that affect the adoption of this technology. to analyze the extent to which Perceived Usefulness, Subjective Norm and Perceived Ease of Use affect Usage Behaviour through Behavioural Intention as an intervening variable. this research method is quantitative explanatory research. The sample in this study were care givers (PPA) at the Mayjend H.M. Ryacudu Hospital, North Lampung, totaling 140 respondents. Data collection using questionnaires and descriptive analysis techniques using the SEM-PLS method. the results showed Perceived Usefulness, Subjective Norm and Perceived Ease of Use influence directly and indirectly on Usage Behaviour through Behavioural Intention as an intervening variable on the acceptance of RME at Mayjend H.M. Ryacudu Hospital. These results in theoretical implications support the theory and previous research. Managerially, it is expected to provide input for the management of RSUD Mayjend H.M. Ryacudu to understand the factors that influence the acceptance of RME by medical personnel, so that technology adoption strategies can be more effective, in improving and improving the quality of technology and systems that support the use of RME.

Kewords: *Acceptance Model, Perceived Usefulness, Subjective Norm, Perceived Ease of Use, Usage Behaviour, Behavioural Intention*

1. INTRODUCTION

RME is an electronic patient health information recording system that enables the storage, processing, and exchange of health information more quickly and accurately than paper-based manual systems (Anderson & Agarwal, 2020).

The transformation of health services through the implementation of RME refers to existing regulations in the Government of Indonesia, which passed the Minister of Health Regulation (Permenkes) Number 24 of 2022, which requires all health care facilities, including RSUD Mayjend H.M. Ryacudu Lampung Utara, to implement RME by December 31, 2023.

The implementation of RME in health facilities, including at RSUD Mayjend H.M. Ryacudu North Lampung, faces a number of challenges. Infrastructure readiness, limited human resources (HR), and resistance to change are factors that affect the adoption of this technology (Setiaji, 2022).

Several studies have shown that adoption of health technology based on the Technology Acceptance Model (TAM) can accelerate user acceptance of new systems, including RME.

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This model evaluates two main factors: perceived usefulness and perceived ease of use, which significantly influence users' intention to accept the technology.

In the context of RSUD Mayjend H.M. Ryacudu, RME acceptance may be influenced by medical personnel's perception of the benefits of RME in improving work efficiency, as well as the ease of the system in supporting their daily activities. These factors need to be explored to understand the barriers and opportunities in RME implementation in the hospital.

In addition, subjective norms also play an important role in determining the behavioral intention of medical staff to use RME. If hospital leaders and coworkers support the use of RME, then other medical personnel will be more motivated to follow suit. Research shows that strong managerial support increases the workforce's perception of the importance of new technology adoption (Sharma & Yetton, 2007).

The initial survey showed that although some medical personnel at RSUD Mayjend H.M. Ryacudu had a positive perception of the benefits of RME, there were still challenges in terms of ease of use, social support, and infrastructure and training readiness. These results support the need for further research to identify the main factors that influence RME acceptance. In this study, TAM 2 is used as a model to measure RME acceptance which includes the dimensions: Perceived Usefulness, Perceived Ease of Use, Subjective Norm, Behavioural Intention, and Usage Behaviour.

Usage Behaviour (UB) refers to the actual actions or behaviors of individuals in using technology after they receive or interact with the technology. In the context of TAM, Usage Behaviour describes how often and to what extent users actually integrate technology into their daily activities. Organizational policies, external factors (such as technical support), and social influences, can affect how often and to what extent technology is used in real practice (Venkatesh et al., 2003). High usage can indicate that the system is considered useful and meets the needs of its users (DeLone & McLean, 1992). The use of Usage Behaviour in TAM makes it possible to see the direct relationship between users' perceptions of the usefulness and ease of technology, and how it affects the actual behavior of using the system, as reflected in the implementation of RME in hospitals.

Behavioural Intention (BI) is a person's intention or desire to use a particular technology in the near future. In the context of TAM, Behavioural Intention is the main indicator that determines whether someone will actually use the technology or not (Davis, 1989). In the Delone & McLean model, linking behavioral intention with good technical support, this will encourage users' intention to continue using the system (DeLone & McLean, 2003).

Perceived Ease of Use (PEOU) is one of the main dimensions in the Technology Acceptance Model (TAM) introduced by Davis in 1989. PEOU refers to the extent to which an individual believes that using a technology will be free of difficulty or great effort.

In the context of information technology and systems, PEOU plays a very important role in technology adoption. If users feel that the introduced technology can be easily understood and used without requiring special technical skills, they are more likely to adopt the technology in their routine. Venkatesh et al. (2003), in their publication on the Unified Theory of Acceptance and Use of Technology (UTAUT), consider that PEOU is one of the determining factors in how individuals assess and ultimately decide to use technology. PEOU in this context plays a role in ensuring information technology is organized and used in an efficient and effective way, which is aligned with organizational goals to achieve value and mitigate risk (ISACA, 2019).

Perceived Usefulness (PU) in TAM is one of the dimensions that explains the extent to which a person believes that using a technology will improve his performance in a particular job or activity.

According to Davis (1989), perceived usefulness is an individual's perception of how much technology contributes to improving their performance, if a user feels that the technology used will accelerate or facilitate the achievement of his goals, then he will be more likely to accept and use the technology.

Subjective Norm (SN) in TAM refers to the social influence that individuals feel about whether important people in their lives support or expect them to use certain technologies.

Digital technology adoption is influenced by internal norms and attitudes within the organization. Leaders' views and employees' beliefs about the benefits of technology, as well as social pressure to adapt, influence the speed and success of digital initiatives (Westerman et al., 2014).

By looking at the results of this preliminary survey, it shows that there are still several obstacles to improving the usage behavior of PPA officers which are influenced by several factors, namely perceived usefulness, perceived ease of use, subjective norm and behavioral intention. Therefore, further analysis is needed so that it is raised in this study is the effect of perceived usefulness, perceived ease of use and subjective norm on usage behavior through behavioral intention on PPA officers at Mayjend H.M. Ryacudu Hospital.

H1: there is an effect of Perceived Usefulness, Subjective Norm and Perceived Ease of Use on Usage Behaviour through Behavioural Intention as an intervening variable at RSUD Mayjend H.M. Ryacudu North Lampung.

H2: there is an effect of Perceived Usefulness on Behavioural Intention at RSUD Mayjend H.M. Ryacudu Lampung Utara

H3: there is an influence of Subjective Norm on Behavioural Intention at RSUD Mayjend H.M. Ryacudu Lampung Utara

H4: there is an effect of Perceived Ease of Use on Behavioural Intention at RSUD Mayjend H.M. Ryacudu North Lampung

H5: there is an influence of Behavioural Intention on Usage Behaviour at RSUD Mayjend H.M. Ryacudu North Lampung

H6: there is an effect of Perceived Usefulness on Usage Behavior at RSUD Mayjend H.M. Ryacudu Lampung Utara

H7: there is an influence of Perceived Ease of Use on Usage Behavior at RSUD Mayjend H.M. Ryacudu Lampung Utara

H8: there is an influence of Subjective Norm on Usage Behavior at RSUD Mayjend H.M. Ryacudu North Lampung

2. RESEARCH METHODS

The research was conducted at the North Lampung MayJend H.M Ryacudu Hospital on Jl. Jend. Sudirman No.2, Kota Gapura, Kec. Kotabumi, Kab. North Lampung with the research time was December 2024 - January 2025.

This research is quantitative research and the research method used is explanatory research, namely the research method that intends to explain the position of the variables studied and the influence between one variable and another. The population that became the reference in this study was PPA R officers of Mayjend H.M. Ryacudu Hospital as many as 140 respondents. This study involved all officers as a saturated sample at Mayjend H.M. Ryacudu Hospital, totaling 140 people. This study uses a four-point rating scale or commonly referred to as a Likert scale. Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS version 3 software.

3. RESULTS AND DISCUSSION

Results

1. Perceived Usefulness

The Perceived Usefulness variable consists of 4 dimensions and 6 statements.

Table 3.1 Three Box Method Analysis of Perceived Usefulness Variables (X_1)

Variables	Index	Kategori
Performance Improvement	123,3	High
Practical Benefits	121,5	High
Efficiency Improvement	123,75	High
Ease in Decision-Making	127,9	High
Average Index	**124,7**	**High**

Source: Primary Data, 2025

Based on Table 3.1, it is known that the Perceived Usefulness indicator with the lowest index is in the Practical Benefits dimension, statement number 2 which states “This technology provides practical benefits in my work.”. The index for this statement is 121.5, which is in the high category. This illustrates that the perception of acceptance of this RME generally has a good perception, providing great benefits. They realize this RME helps make their work easier.

Overall, the average index score of the Perceived Usefulness variable answers is 124.7, which is in the high category. This condition shows that in general, the PPA officers' perceptions of the use of RME have been perceived as necessary and very helpful in their work. This shows that the technology of implementing RME in hospitals is sufficient to support PPA officers in their daily work.

2. Subjective Norm

The Subjective Norm variable consists of 5 dimensions and 8 statements.

Table 3.2 Three Box Method Analysis of *Subjective Norm* Variables (X_2)

Variables	Index	Kategori
Referent Others	122,5	High
Social Pressure	125,65	High
Social Support	125,65	High
Organizational Norms	124	High
Influence of Authority Figures	125,5	High
Average Index	**124,5**	**High**

Source: Primary Data, 2025

Based on Table 3.2, it is known that the Subjective Norm indicator with the lowest index is in the Referent Others dimension statement number 2, which states “I feel that the use of this technology is an accepted norm in my work environment”. The index for this statement is 120.8 which is in the high category. This illustrates that PPA officers generally have a good view of the use of RME in hospitals as a high obligation and responsibility.

Overall, the average index score of the Subjective Norm variable answers obtained was 124.5 in the high category. This condition shows that in general, PPA officers feel a strong social influence from their environment in the use of the technology or system under study. This means that the people around them, such as coworkers, superiors, or other social groups,

significantly encourage or support the use of the technology. This suggests that social influence plays an important role in an individual's decision to use the technology under study.

3. Perceived Ease of Use

The Perceived Ease of Use variable consists of 4 dimensions and 6 statements.

Table 3.3 Three Box Method Analysis Perceived Ease of Use Variables (X_3)

Variables	Index	Kategori
Ease of Use	123,3	High
Minimization of Difficulty in Operation	121,3	High
Impact on Technology Acceptance	120,6	High
User Interface Aspects	123,4	
Average Index	**122**	**High**

Source: Primary Data, 2025

Based on Table 3.3, it is known that the Perceived Ease of Use indicator with the lowest index is in the Impact on Technology Acceptance dimension of statement number 3, which states “This technology does not require high technical skills to use”. The index for this statement is 120.3 which is in the high category. This illustrates that although this statement has the lowest index value compared to other indicators, respondents generally still feel that the technology is relatively easy to use and does not require high technical skills.

Overall, the average index score of the Perceived Ease of Use variable answers was obtained at 122, which is in the high category. This condition shows that PPA officers generally have a positive perception of the ease of use of the RME technology studied. This condition reflects that the majority of respondents feel that the technology does not cause significant difficulties in its operation, both in terms of understanding and application in daily activities. This high score also indicates that the technology is designed with an intuitive and user-friendly interface, so that users feel comfortable and unburdened when using it. Overall, these findings underscore the importance of ease-of-use in driving wider technology adoption.

4. Behavioural Intention

The Behavioural Intention variable consists of 4 dimensions and 5 statements.

Table 3.4 Three Box Method Analysis Behavioural Intention Variables (Z)

Variables	Index	Kategori
Intention to Use Technology	126,3	High
Belief in Using Technology	124,3	High
Willingness to Try New Technology	124,3	High
Perception of Ease and Benefit	126,3	High
Average Index	**125,1**	**High**

Source: Primary Data, 2025

Based on Table 3.4, it is known that the Behavioural Intention indicator with the lowest index is in the dimension of Belief in Using Technology statement number 2, which states “I believe that I will adopt this technology regularly”. The index for this statement is 124.3 which is in the high category. This illustrates that even though this statement has the lowest index value compared to other statements in this dimension, respondents still show a strong belief in their intention to routinely adopt the technology. This reflects that confidence in the continued use of the technology is still at a high level, although there is room to increase their confidence further. This finding indicates the importance of other factors such as user experience and environmental support in strengthening the intention to use the technology consistently.

Overall, the average index score of the Behavioural Intention variable answers was obtained at 125.1 in the high category. This condition shows that respondents have a strong intention to use technology consistently and continuously. This high score reflects that the majority of respondents see the technology as something useful and easy to use, so they tend to have a high desire to adopt it in their daily activities. High scores also indicate that factors such as confidence in using technology, social support, and positive perceptions of the benefits of technology play an important role in shaping these behavioral intentions.

5. Usage Behaviour

The Usage Behaviour variable consists of 4 dimensions and 5 statements.

Table 3.5 Three Box Method Analysis Usage Behaviour Variables (Y)

Variables	Index	Kategori
Performance Expectancy	124,3	High
Effort Expectancy	125,5	High
Social Influence	123,5	High
Facilitating Conditions	124,9	High
Average Index	**124,6**	**High**

Source: Primary Data, 2025

Based on Table 3.4, it is known that the Usage Behavior indicator with the lowest index is in the Social Influence dimension of statement number 3, which states “I feel that the use of this technology has become a routine part of my work”. The index for this statement is 123.5 which is in the high category. This illustrates that although the use of technology in work is considered quite significant, there are indications that the technology has not fully become an integral habit or routine in daily activities for respondents. The use of technology may still be limited to certain tasks and has not fully created a habit or automation in work, which indicates that although technology is accepted, its use can still develop further to make it more efficient and integral in the work routine.

Overall, the average index score of the Usage Behavior variable answers was obtained at 124.6 in the high category. This condition shows that in general, respondents feel that the use of technology applied in their work has reached a high and consistent level. This reflects that the technology used has been well accepted in the work environment and has a positive impact on effectiveness and productivity in completing existing tasks. The use of technology is not just limited to conversations or introductions, but has become part of the routine and work process that is widely accepted by users.

Table 3.7 Three Box Method Average Analysis Matrix

No	Variable	Score			Behavior
		Low	Medium	High	
1	*Perceived Usefulness*			+	Effective
2	*Subjective Norm*			+	Influenced
3	*Perceived Ease of Use*			+	Easy
4	*Behavioural Intention*			+	Committed
5	*Usage Behaviour*			+	Integrated

Source: Data Processing Results by Researchers, 2025

Based on the average matrix of the Three Box Method Table 3.7, it can be seen that all variables in this study have an index value in the high category. The highest average index is the Behavioural Intention variable of 125.1 while the variable with the lowest index is Perceived Ease of Use of 122.

Behavioural Intention variable with a high index score (125.1 in the high category). Committed shows that respondents have a strong and consistent intention to continue using technology in their activities, seeing this technology as something useful and easy to use, so they are encouraged to adopt it on an ongoing basis. In addition, social support and confidence in the use of technology further strengthen their intentions, indicating a commitment to the use of this technology.

The Perceived Ease of Use variable with a high index score (122 in the high category), it is clear that PPA officers feel comfortable and do not experience significant obstacles in using this system. This shows that the technology has an intuitive and user-friendly design, so the ease of use aspect is a major factor in encouraging wider adoption.

Discussion

1. The Influence of Perceived Usefulness, Subjective Norm and Perceived Ease of Use on Usage Behaviour through Behavioural Intention

The results showed that there was an influence of Perceived Usefulness, Subjective Norm and Perceived Ease of Use on Usage Behaviour through Behavioural Intention on the acceptance of RME at Mayjend H.M. Ryacudu Hospital.

This suggests that the perceived benefits of technology influence the intention to use it, which in turn contributes to usage behavior. This finding is consistent with the TAM theory by Davis (1989), which emphasizes that perceived benefits are a key factor in predicting technology acceptance.

Research by Venkatesh et al. (2003) and Chuttur (2009), also support this result, by showing that users use technology if they perceive tangible benefits in increasing work productivity or efficiency.

Research by Koo et al. (2020) and Al-Gahtani et al. (2007) also show that social norms and perceptions of work environment expectations can strengthen a person's intention to use technology, especially in organizational environments that have a strong hierarchical structure, such as hospitals. This result is relevant to the conditions at RSUD Mayjend H.M. Ryacudu, where support from colleagues or leaders can be a key factor in encouraging staff to be more open to new technology.

This finding supports the study of Venkatesh and Davis (2000), which highlights that easy-to-use technology reduces psychological and technical barriers, thus increasing the intention to use it.

These results are also in line with research by Wu and Wang (2005), which showed that ease of use is a key determinant in technology adoption in organizations, especially when users have varying levels of technological literacy.

Overall, this study provides empirical support for TAM theory and other development models such as the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003). Behavioural Intention plays an important mediating role in explaining how users' perceptions of benefits, social norms, and ease of use influence technology use behavior. Compared to previous studies, these results confirm that the ease of use factor has a stronger impact in the context of healthcare organizations, such as hospitals, where technology must be accessible quickly and without the need for complex technical training.

H1: Based on the theory and research results used in this study, it can be said that Perceived Usefulness, Subjective Norm and Perceived Ease of Use have a positive influence on Usage Behavior mediated by Behavioural Intention.

2. The Influence of Perceived Usefulness on Behavioural Intention

The results of hypothesis testing show that there is an effect of Perceived Usefulness on Behavioural Intention on the acceptance of RME at Mayjend H.M. Ryacudu Hospital with a negative direction. The results of this study indicate that although RME technology is considered useful by health workers, there are other factors that reduce their intention to

actively adopt it, this finding contradicts the basic principles of TAM by Davis (1989), which shows a positive relationship between perceived usefulness of technology and behavioral intention to use it, the perceived benefits of the technology are strong enough or relevant to users in influencing their intention to adopt the technology. There is a gap between the perceived benefits of technology and the reality of its implementation in the work context. In healthcare, as revealed by Chismar & Wiley-Patton (2002), the perceived benefits of technology are often insufficient to drive adoption, especially if users feel that the technology burdens their workflow or adds complexity to their tasks.

This is also supported by the findings of Heinze et al. (2018), which showed that technology benefits are not always realized if there is not enough organizational support, adequate training, or infrastructure readiness.

At RSUD Mayjend H.M. Ryacudu, factors such as lack of intensive training, limited organizational support, or unmet expectations of the new technology may influence perceived usefulness to be counter-productive to behavioral intentions. Other studies, such as Thong et al. (2006), highlight that perceived usefulness can turn negative if users feel the effort required to master the technology is not worth the benefits. This could be relevant to the findings at the RSUD, where health workers face a high workload, so technology that is supposed to make things easier can actually be perceived as a distraction.

This study sheds new light on the importance of considering enabling factors, such as comprehensive training, infrastructure improvements, and good communication regarding the long-term benefits of technology.

H2: Based on the theory and research results used in this study, it can be said that Perceived Usefulness has a negative influence on Behavioural Intention.

3. The Influence of Subjective Norm on Behavioral Intention

The results of the hypothesis test indicate that there is an influence of Subjective Norm on Behavioral Intention on the acceptance of RME at RSUD Mayjend H.M. Ryacudu in a positive direction. In this context, the results of the study indicate that social norms, such as perceived support or pressure from colleagues, superiors, or the professional environment, play an important role in shaping the intention of health workers to adopt RME.

These results are consistent with the theory proposed by Ajzen (1991) within the framework of the Theory of Planned Behavior (TPB), which states that subjective norms are one of the main determinants in the formation of behavioral intentions. In the context of RME, these findings strengthen the view that health workers tend to be influenced by the opinions or

attitudes of individuals around them, such as colleagues or superiors who have accepted and used the technology.

Previous research also supports this relationship, Venkatesh & Davis (2000) in the Extended TAM (TAM2) showed that subjective norms influence behavioral intentions, especially in the early stages of technology introduction, where trust in technology has not been fully formed, so that social support becomes important. Other studies, such as Chau & Hu (2002), found that subjective norms are more significant in organizations with strong hierarchical structures, such as hospitals, where the views of superiors or opinion leaders greatly influence technology acceptance.

At RSUD Mayjend H.M. Ryacudu, these results indicate that social support from the work environment, including direction from hospital management or encouragement from more experienced colleagues using RME, can strengthen the intention of health workers to adopt this technology. This finding is also in line with research by Wu et al. (2011), which states that social norms can reduce user uncertainty about new technology through the role model effect from the surrounding environment.

H3: Based on the theory and research results used in this study, it can be said that Subjective Norm has a positive influence on Behavioral Intention.

4. The Influence of Perceived Ease of Use on Behavioural Intention

The results of the hypothesis test indicate that there is an influence of Perceived Ease of Use on Behavioral Intention on the acceptance of RME at RSUD Mayjend H.M. Ryacudu in a positive direction. In this context, the results of the study indicate that the perception of ease of use of technology greatly determines the intention of health workers to accept and use RME.

This finding is in line with the Technology Acceptance Model (TAM) developed by Davis (1989), which states that the perception of ease of use is one of the main determinants in forming user behavioral intentions towards new technology. In this study, the perception of ease of use is related to a simple system interface, an effective training process, or adequate technical support in the work environment.

Previous studies also support this relationship. Venkatesh & Bala (2008), in the development of TAM3, emphasized that the perception of ease of use of technology can increase user trust and encourage usage intentions through positive interaction experiences. In addition, research by King & He (2006) which validated TAM in various sectors, including the health sector, showed that users who felt the technology was easy to use adopted it more quickly than those who felt the technology was complicated.

At RSUD Mayjend H.M. Ryacudu, these results indicate the design and implementation of RME that prioritizes user experience. A user-friendly system with a simple interface can help reduce technical barriers and increase user comfort, which ultimately strengthens the intention of health workers to use RME. This finding is also in line with a study by Holden & Karsh (2010), which found that health technology with a simple design tends to be better received by users in the health sector, which often has a high workload.

This finding confirms that ease of use is a critical factor in increasing the intention to use technology, especially in the hospital context.

Management that provides nurses with the opportunity to contribute to the planning and implementation of patient safety policies will increase their level of involvement in managing patient risk.

H4: Based on the theory and research results used in this study, it can be said that Perceived Ease of Use has a positive influence on Behavioral Intention at RSUD Mayjend H.M. Ryacudu.

5. The Influence of Behavioural Intention on Usage Behaviour

The results of the hypothesis test indicate that there is an influence of Behavioral Intention on Usage Behavior on the acceptance of RME at RSUD Mayjend H.M. Ryacudu in a positive direction. In this context, the results of the study indicate that the stronger a person's intention to use technology, the greater the actual behavior of using the technology will occur.

This finding is also supported by research by Venkatesh et al. (2003) in the Unified Theory of Acceptance and Use of Technology (UTAUT), which states that behavioral intention consistently has a significant positive relationship with technology usage behavior in various contexts, including the health sector. This shows that if health workers have strong beliefs and commitments to the benefits of RME technology, they will be more likely to use the system in their daily work activities.

Research by Ajzen (1991) within the framework of the Theory of Planned Behavior (TPB) supports this finding by showing that behavioral intention is influenced by attitudes toward use, subjective norms, and perceived behavioral control, all of which play a role in shaping actual behavior.

At RSUD Mayjend H.M. Ryacudu, these results highlight the importance of increasing the intention of health workers to use EMR through training, providing incentives, or demonstrating the real benefits of this system in improving work efficiency. For example, research by Holden & Karsh (2010) in the health sector shows that strengthening behavioral

intentions, for example through user involvement in system design or internal campaigns, can significantly increase technology adoption.

Focusing on improving Behavioral Intention can be an effective managerial strategy to ensure the sustainability of EMR use in this hospital environment.

These findings confirm that Behavioral Intention is not only important as a mediator between psychological and behavioral factors but is also a crucial component in ensuring that new technologies are adopted and used effectively in the hospital environment.

H5: Based on the theory and research results used in this study, it can be said that Behavioral Intention has a positive influence on Usage Behavior at Mayjend H.M. Ryacudu Regional Hospital.

6. The Influence of Perceived Usefulness on Usage Behaviour

The results of the hypothesis test indicate that there is an influence of Perceived Usefulness on Usage Behavior on the acceptance of RME at RSUD Mayjend H.M. Ryacudu in a positive direction. In this context, the results of the study indicate that user perceptions of the benefits of the RME system, such as increased work efficiency, productivity, and service quality, encourage active behavior in using the technology.

This finding supports the basic framework of the Technology Acceptance Model (TAM) developed by Davis (1989), which emphasizes that the higher the perception of the benefits of a technology, the more the technology is actively used. For example, research by Venkatesh & Davis (2000) shows that perceived benefits are one of the main determinants that drive the intention and behavior of using technology.

This study is also in line with the findings of Sun et al. (2013), which states that in the health care sector, the perceived benefits of technology, such as efficiency and accuracy in storing patient data, are the main drivers in the adoption of health technology. Similarly, a study by Holden & Karsh (2010) confirmed the importance of perceived benefits in the context of implementing information technology in healthcare facilities. The practical implication of this finding is the need to ensure that users can experience real benefits from RME technology. For example, hospitals can integrate ongoing training to improve user understanding of system features, reduce technical barriers, and ensure that the system supports work efficiency. Venkatesh et al.'s (2012) study also emphasized the importance of organizational support in maximizing perceived benefits by users, thereby encouraging wider adoption.

H6: Based on the theory and research results used in this study, it can be said that Perceived Usefulness has a positive influence on Usage Behavior at Mayjend H.M. Ryacudu Regional Hospital.

7. The Influence of Perceived Ease of Use on Usage Behaviour

The results of the hypothesis test indicate that there is an influence of Perceived Ease of Use on Usage Behavior on the acceptance of RME at RSUD Mayjend H.M. Ryacudu in a positive direction. In this context, the results of the study indicate that the easier it is for users to use the RME system, the higher they are to use it consistently in their daily work activities.

This finding is in line with the Technology Acceptance Model (TAM) developed by Davis (1989), which states that perceived ease of use influences attitudes and intentions to use technology, which in turn influences actual usage behavior. Research by Venkatesh & Davis (2000) also shows that PEOU has a significant effect on the intention and behavior of using technology.

In the context of hospitals, the ease of use of the RME system can increase the comfort and efficiency of medical personnel in carrying out their duties. Research by Sun et al. (2013) in the health care sector shows that perceived ease of use of health information technology has a positive effect on the adoption and use of the technology.

In practice, hospitals need to ensure that the EMR system is designed with an intuitive interface, provide adequate training for users, and provide responsive technical support to improve perceived ease of use. This approach has been supported by research by Holden & Karsh (2010), which emphasizes the importance of user-friendly system design and organizational support in increasing technology adoption in the healthcare environment. Overall, these results suggest that to improve Usage Behavior, hospitals need to focus on the ease of use of the EMR system to ensure users see the real benefits of the technology, to be an effective strategy that will encourage wider use of technology in hospitals, ultimately improving the quality of healthcare services. This is in line with the findings of Goodhue and Thompson (1995), who emphasized the importance of the fit between technology and specific user tasks. Although Perceived Ease of Use is an important component in the technology acceptance model, in a complex environment such as a hospital, other factors such as perceived benefits, organizational support, and training play a greater role in driving technology use behavior.

H7: Based on the theory and research results used in this study, it can be said that Perceived Ease of Use has a positive influence on Usage Behavior at Mayjend H.M. Ryacudu Regional Hospital.

8. The Influence of Subjective Norm on Usage Behaviour

The results of the hypothesis test indicate that subjective norms have a significant and positive effect on the usage behavior of Electronic Medical Records (EMR) at Mayjend H.M.

Ryacudu General Hospital. This means that the stronger the perception of medical personnel that important people around them (such as superiors, coworkers, or institutions) expect them to use EMR, the higher their tendency to actually use the system in their daily practice.

This finding is in line with previous studies that highlight the important role of subjective norms in technology adoption. For example, in a study using the Unified Theory of Acceptance and Use of Technology (UTAUT) model, it was found that social influence (which is equivalent to subjective norms) has a significant impact on the intention and behavior of using health information systems, including EMR.

Other studies have shown that attitudes, subjective norms, and behavioral control contribute to health personnel compliance in using EMR.

In the context of Mayjend H.M. Ryacudu General Hospital, these results indicate that in order to increase the use of EMR, hospital management needs to pay attention to social factors that influence medical personnel. By creating a supportive work environment and ensuring that the use of RME becomes the expected norm, it is hoped that the rate of adoption and use of RME by medical personnel will increase.

H8: Based on the theory and research results used in this study, it can be said that subjective norms has a positive influence on usage behavior at Mayjend H.M. Ryacudu Regional Hospital.

4. CONCLUSION

Based on the research results, the conclusion in this study is:

1. There is an influence of Perceived Usefulness, Subjective Norm and Perceived Ease of Use on Usage Behavior through Behavioral Intention at RSUD Mayjend H.M. Ryacudu, North Lampung.
2. There is an influence of Perceived Usefulness on Behavioral Intention at RSUD Mayjend H.M. Ryacudu, North Lampung.
3. There is a significant influence of Subjective Norm on Behavioral Intention at RSUD Mayjend H.M. Ryacudu, North Lampung.
4. There is a significant influence of Perceived Ease of Use on Behavioral Intention at RSUD Mayjend H.M. Ryacudu, North Lampung.
5. There is a significant influence of Behavioral Intention on Usage Behavior at RSUD Mayjend H.M. Ryacudu, North Lampung.
6. There is a significant influence of Perceived Usefulness on Usage Behavior at RSUD Mayjend H.M. Ryacudu, North Lampung.

7. There is a significant influence of Perceived Ease of Use on Usage Behavior at RSUD Mayjend H.M. Ryacudu, North Lampung.
8. There is a significant influence of Subjective Norm on Usage Behavior at RSUD Mayjend H.M. Ryacudu, North Lampung

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