

ABSTRAK

Technology Acceptance Model (TAM) merupakan salah satu metode untuk mengkaji tingkat penerimaan pengguna terhadap penerapan teknologi SIMRS. Terdapat lima konstruk utama dalam model TAM, yaitu persepsi kegunaan (*perceived usefulness*), persepsi kemudahan pemakaian (*perceived ease of use*), sikap (*attitude*), niat perilaku (*behavioral intention*), dan penggunaan sebenarnya (*actual use*). Tujuan penelitian ini adalah untuk menganalisis penerimaan sistem informasi manajemen rumah sakit dengan metode TAM di instalasi rawat inap RSUD Royal Prima. Jenis penelitian ini adalah survei analitik dengan desain *cross-sectional*. Penelitian dilakukan di ruang rawat inap RSUD Royal Prima Medan pada tahun 2026. Populasi penelitian mencakup seluruh perawat yang bertugas di instalasi rawat inap RSUD Royal Prima Medan sebanyak 80 orang, dengan jumlah sampel yang memenuhi kriteria inklusi sebanyak 67 orang yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner, dan selanjutnya data dianalisis menggunakan uji statistik *chi-square* serta analisis regresi logistik berganda. Hasil uji bivariat (*chi square*) menunjukkan bahwa seluruh variabel independen, yaitu *perceived usefulness* ($p = 0,001$), *perceived ease of use* ($p = 0,042$), *attitude toward using* ($p = 0,020$), dan *behavioral intention to use* ($p = 0,003$) memiliki pengaruh yang signifikan terhadap *actual use* SIMRS. Hasil analisis multivariat menyimpulkan bahwa variabel *perceived ease of use* merupakan variabel yang paling dominan pengaruhnya terhadap *actual use* dengan nilai *Odds Ratio* (OR) tertinggi sebesar 10,152. Pihak manajemen RSUD Royal Prima disarankan untuk mengoptimalkan sosialisasi program SIMRS yang berbasis pemenuhan kebutuhan user serta mengadakan pelatihan berkala guna mempermudah pengoperasian sistem oleh tenaga perawat.

Kata Kunci: SIMRS, TAM, *Perceived ease of use*, Perawat

ABSTRACT

The Technology Acceptance Model (TAM) is a method for assessing the level of user acceptance of the implementation of SIMRS technology. There are five main constructs in the TAM model, namely perceived usefulness, perceived ease of use, attitude, behavioral intention, and actual use. The purpose of this study is to analyze the acceptance of a hospital management information system using the TAM method in the inpatient unit of Royal Prima Hospital. This type of research is an analytical survey with a cross-sectional design. The study was conducted in the inpatient unit of Royal Prima Hospital, Medan in 2026. The study population included all 80 nurses working in the inpatient unit of Royal Prima Hospital, Medan, with a sample size of 67 people who met the inclusion criteria selected using a purposive sampling technique. Data collection was carried out through questionnaires, and then the data were analyzed using the chi-square statistical test and multiple logistic regression analysis. The results of the bivariate test (chi-square) showed that all independent variables, namely perceived usefulness ($p = 0.001$), perceived ease of use ($p = 0.042$), attitude toward using ($p = 0.020$), and behavioral intention to use ($p = 0.003$) had a significant influence on the actual use of SIMRS. The results of the multivariate analysis concluded that the variable perceived ease of use was the variable with the most dominant influence on actual use with the highest Odds Ratio (OR) value of 10.152. The management of Royal Prima Hospital is advised to optimize the socialization of the SIMRS program based on meeting user needs and hold regular training to facilitate the operation of the system by nursing staff.

Keywords: SIMRS, TAM, Perceived Ease of Use, Nurse