

ABSTRACT

This study investigates the influence of perceived health benefits, cost sensitivity, and ease of use on consumer purchasing decisions regarding continuous glucose monitors (CGMs) in Jakarta and Bandung, Indonesia. CGMs are innovative devices that allow individuals, especially those managing diabetes, to monitor blood glucose levels in real time. While CGMs offer clear health advantages, their adoption in emerging markets like Indonesia remains limited. Utilizing a quantitative approach and ordinal regression analysis, this research gathered data from 60 respondents to explore the relationship between these three factors and consumer decision-making. The results indicate that none of the tested variables, perceived health benefits, cost sensitivity, and ease of use had a statistically significant influence on purchasing decisions. Although the models demonstrated acceptable goodness of fit, the predictors accounted for only a small portion of the variance in consumer choices. These findings suggest that other factors beyond the scope of this study may more strongly influence CGM adoption. The results highlight the need for broader investigation into sociocultural, informational, and systemic barriers in order to better support the adoption of CGMs in urban Indonesian populations.

Keywords: continuous glucose monitors (CGMs), perceived health benefits, cost sensitivity, ease of use, consumer behavior, healthcare technology, Indonesia, ordinal regression