

Abstract

Since the Covid-19 pandemic, people's behavior has changed drastically in technology, making it easier to carry out daily activities by not interacting directly with many people outside the home. From starting to work at home, school at home, and even shopping for daily needs can be done at home by simply ordering through a mobile application. This behavior also impacts the health sector, pharmacies, which has resulted in many pharmacies whose intensity of customer arrivals to pharmacies has decreased. Pharmacists who play an essential role in carrying out all activities at the pharmacy must be able to adapt to changes in population behavior so that they can continue to carry out their obligations in providing quality health products, providing information on pharmaceutical products to customers, as well as improving the pharmacy business by adopting the new performance technology systems or e-iPOS.

The study focuses on pharmacists adopting technology to run an integrated pharmacy business using the UTAUT 2 method to assess the factors that could influence them in adopting and accepting a new technology system to run the pharmacy business from upstream to downstream. This method has been used empirically in analyzing what factors affect professionals' use of health applications. The questionnaires were distributed to pharmacists via the Google form platform. The data was obtained 269 with only 202 valid data. Before analyzing the data further, validity and reliability tests were conducted. Then, testing the model and hypotheses of the data using SmartPLS. The results of the study indicate that social influence, price value, and habit have to predict the intention of using the new technology of electronic - integrated pharmacy operational system (e-iPOS). Also, the habit has a significant effect on the behavior of the use of e-iPOS.