

ABSTRAK

Telemedicine merupakan salah satu bentuk layanan kesehatan berbasis teknologi digital yang semakin berkembang dan menjadi alternatif pelayanan kesehatan di era digital. Persepsi positif terhadap *telemedicine* dapat dipengaruhi oleh berbagai faktor, salah satunya adalah literasi kesehatan dan literasi kesehatan digital. Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas literasi kesehatan dengan persepsi mahasiswa dalam menggunakan layanan *telemedicine*. Penelitian ini menggunakan metode kuantitatif dengan desain *cross-sectional*. Responden penelitian berjumlah 115 mahasiswa semester 6 Program Studi Teknik Sipil, Pendidikan Bisnis, dan Fisika. Pengumpulan data dilakukan menggunakan kuesioner *Health Literacy Survey European Questionnaire (HLS-EU-Q16)*, *eHealth Literacy Scale (eHEALS)*, dan kuesioner persepsi *telemedicine*. Analisis data dilakukan menggunakan uji korelasi Spearman karena data tidak berdistribusi normal. Hasil penelitian menunjukkan bahwa sebagian besar responden memiliki tingkat literasi kesehatan yang baik (81,74%), sedangkan tingkat literasi kesehatan digital sebagian besar berada pada kategori rendah (60,00%). Persepsi mahasiswa terhadap *telemedicine* didominasi kategori cukup. Hasil uji korelasi *Spearman* menunjukkan terdapat hubungan positif dan signifikan antara literasi kesehatan digital dengan literasi kesehatan ($r=0,444$; $p=0,000$), literasi kesehatan digital dengan persepsi *telemedicine* ($r=0,574$; $p=0,000$), serta literasi kesehatan dengan persepsi *telemedicine* ($r=0,323$; $p=0,000$). Hubungan terkuat ditemukan antara literasi kesehatan digital dan persepsi *telemedicine*. Semakin tinggi tingkat literasi kesehatan digital dan literasi kesehatan mahasiswa, maka semakin positif persepsi mahasiswa terhadap penggunaan layanan *telemedicine*.

Kata kunci: literasi kesehatan, literasi kesehatan digital, *eHealth literacy*, *telemedicine*, persepsi mahasiswa.

ABSTRACT

Telemedicine is a form of digital technology-based healthcare service that is increasingly developing and becoming an alternative healthcare service in the digital era. Positive perceptions of telemedicine can be influenced by various factors, one of which is health literacy and digital health literacy. This study aims to determine the relationship between the quality of health literacy and students' perceptions of using telemedicine services. This study used a quantitative method with a cross-sectional design. The study respondents were 115 sixth-semester students from the Civil Engineering, Business Education, and Physics Study Programs. Data collection was carried out using the Health Literacy Survey European Questionnaire (HLS-EU-Q16), the eHealth Literacy Scale (eHEALS), and a telemedicine perception questionnaire. Data analysis was performed using the Spearman correlation test because the data were not normally distributed. The results showed that the majority of respondents had a good level of health literacy (81.74%), while the level of digital health literacy was mostly in the low category (60.00%). Student perceptions of telemedicine were predominantly in the sufficient category. Spearman's correlation test results showed a positive and significant relationship between digital health literacy and health literacy ($r=0.444$; $p=0.000$), digital health literacy and perception of telemedicine ($r=0.574$; $p=0.000$), and health literacy and perception of telemedicine ($r=0.323$; $p=0.000$). The strongest relationship was found between digital health literacy and perception of telemedicine. It can be concluded that the higher the level of digital health literacy and health literacy of students, the more positive their perceptions of the use of telemedicine services.

Keywords: health literacy, digital health literacy, eHealth literacy, telemedicine, student perception.