



# Unlocking Market Opportunities: Analyzing Generation Z's Intention to Use Riliv for Overcoming Mental Health Issues Caused by Parent-Child Relations Problems Through Theory Of Planned Behavior (TPB) and Technology Acceptance Model (TAM)

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**Abstract.** Mental health consultation has transformed virtually through digital applications. Although several prior studies have focused on mental health issues, there are limited empirical studies that focus on certain demographic intentions in using Digital Mental Health Services in and about the Mental Health Company provider in Indonesia. This study aims to analyze Generation Z's intention to use Riliv as a Digital Mental Health Service to overcome parent-child relationship problems using the combined framework of Theory Planned Behavior (TPB) and Technology Acceptance Model (TAM) to evaluate the significant influencing factors to use Riliv. Data were collected from an online survey questionnaire completed by 304 valid respondents aged 18-25, all belonging to Generation Z. The data were analyzed using Structural Equation Modelling (SEM) via AMOS. The study revealed a significant influence of Perceived Ease of Use on Perceived usefulness and Perceived Usefulness on Attitude. Furthermore, Attitude, Subjective Norms, and Perceived Behavior Control ( $p < 0.05$ ) significantly influence Generation Z's Intention to Use (IU) to use Riliv's Digital Mental Health Service. However, Perceived Usefulness and Perceived Ease of Use ( $p > 0.05$ ) had no direct significant influence on Generation Z's Intention to Use. The findings of this study might be useful to Riliv as the service provider to develop market strategies and mental-health area researchers in Indonesia.

**Keywords:** *Mental Health, Digital Mental Health Service, Generation Z, Indonesia, Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM)*

## 1 Introduction

### 1.1 Background

Healthcare services, essential for maintaining physical and mental well-being, have undergone a considerable transformation from offline interaction to virtual-based through digital advancements. This transformation, often referred to as digital healthcare, includes services provided by medical professionals that leverage technology to enhance patient care [1].

Initially, the term Digital Mental Health Service (DMHS) reached more awareness and

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of digital mental health services during the pandemic. The COVID-19 pandemic and its associated crisis have emphasized the importance of telehealth and digital platforms, including apps, for delivering essential healthcare services. With face-to-face interactions becoming impractical, both patients and doctors have gained a newfound appreciation for the capabilities of these digital resources as they find themselves compelled to utilize them for communication for the first time [2].

Taking advantage of this sudden increase in acceptance, attention, and zeal has been acknowledged as a chance for the field. On top of that another study found that a number of people who operate in the mental health services industry as a way to give back to humanity began offering these services online in response to the growing need for them [3]. Indonesia is likewise experiencing a similar situation. Before the COVID-19 pandemic, mental health technology services were in their early stages of development in Indonesia. However, the pandemic accelerated the swift growth of these online services. [3][4]. In reaction to the COVID-19 pandemic, a number of online mental health platforms and services were established. These platforms will facilitate the connection between individuals and licensed mental health care providers. In addition, a lot of establishments that typically provide mental health services, like hospitals, psychological centers, and other establishments, began providing online services [5].

In Indonesia, several well-established companies that provide digital mental health services, including Kalm, Riliv, Bicarakan.id, SehatQ, Qalboo, Teduh, Teman Curhat, Diceritain, Kalbu, Psikologimu, and Ibunda.id [6]. These names were gathered from various articles covering the top mental health startups in Indonesia. Based on the data, Riliv's leading position on TikTok, with approximately 12,800,000 likes and 386,600 followers, highlights its robust social media presence and substantial audience engagement. This prominent online activity suggests that Riliv has a significant impact and influence within the mental health services sector, making it an ideal candidate for further study. Additionally, a comparative analysis of the pricing structures was also conducted. Riliv offers consultations at a much lower price, with a single session costing 100,000 rupiahs), whereas Ibunda.id starts their pricing at 179,000 rupiahs. Since Generation Z is the demographic group that the researcher aims to analyze, factors such as social media presence and affordability were crucial considerations. Given Generation Z's digital savviness and early career stage [7] which makes them highly responsive to social media engagement and price sensitivity, Riliv was chosen as the focus of the company that provide digital mental health services of this research.

Reflecting on the current presence in 2024, Riliv is a pioneering mental health startup to provides online mental health support and counseling in an effort to revolutionize the administration of mental health care that initially started from 1,000 users and growing to over 150,000 users since the end of 2015 [8]. Starting in 2015, Riliv introduced a range of services that extend beyond traditional therapy-based text offerings. By integrating clinical treatment approaches into daily routines, the platform aims to make a transformative impact on users' lives through its meditation and counseling services. Riliv provides various counseling options, including Plus Counseling, Couple Counseling, Instant Counseling, and Offline Counseling, all of which have garnered an impressive overall rating of 4.7 from users. Testimonials from customers highlight the positive experiences and outcomes of consultations with psychologists, further underscoring the platform's effectiveness. Additionally, Riliv prominently displays profiles of available psychologists on its website, offering users the opportunity to select a professional who best suits their needs and preferences. This transparency in therapist selection enhances user confidence and trust in the service. Moreover, Riliv covers a wide range of topics in its counseling sessions, tailored to each type of counseling offered. These topics include emotion control, loneliness, education, addiction, love, and more, ensuring that users receive specialized and relevant support for their specific concerns. This comprehensive approach underscores Riliv's commitment to addressing diverse mental health needs and providing holistic support to its users.

In terms of focus of demographic group of this present study, researcher identify Generation Z as individuals born between 1995 and 2009, including those who are currently attending school or are already employed [9]. As per Francis (2018), individuals belonging to Gen Z, roughly those born between 1995 and 2010, are considered genuine digital natives. They have been immersed in the internet, social media, and mobile technology from a very young age. [10]. This environment has given

rise to a highly cognitive generation that is adept at gathering and cross-referencing numerous information sources, as well as blending virtual and real-world experiences seamlessly. In the context of digital application adaptation in Gen Z based on the study from J. Wang et al. (2022) Generation Z, often referred to as "digital natives," has grown up using various internet and digital technologies [7]. Unlike earlier generations, they generally exhibit a more favorable attitude towards internet technologies for communication [11]. There is evidence to suggest that Generation Z individuals in Indonesia are already aware of digital interaction. The study from Lestari (2019) study examines the relationship between personal innovativeness, self-efficacy, perceived usefulness, and perceived risk in e-commerce adoption among university students in the maximum age of 25 (Gen Z) in Jakarta, with attitude serving as an intervening variable [12]. The study's results suggest that self-efficacy positively impacts both students' attitudes and their intention to utilize an e-commerce platform. Additionally, perceived usefulness has a favorable influence on attitudes and intentions to use such a platform. Furthermore, perceived risk is seen to positively affect both attitudes and intentions to use an e-commerce platform, with attitudes serving as a motivator for students to embrace these platforms. [12]. This indicates that Gen Z individuals in Indonesia are not only familiar with digital interactions but also actively engaged in digital platforms and technologies.

Understanding the ability of Gen Z to operate digital applications, one of the integrated social aspects of this generation is the relationship with parents (parent-child relationship) since the majority of this generation is still performing the role of a child that may face challenges throughout time. It is believed that parents have a significant influence on their children's mental health, social skills, academic achievement, and even future job decisions and success [13]. Limited parental warmth and communication, along with parent-child hostility, have been associated with higher anxiety and depression levels, lower self-esteem, and an elevated likelihood of suicide attempts. [14]. This study aims to examine Generation Z's intention to use Riliv's Digital Mental Health Service, focusing on new market opportunities beyond existing counseling services. Specifically, it seeks to understand the challenges faced by Generation Z in their parent-child relationships, particularly among young adults aged 18-25, and identify the symptoms, problems, and opportunities that Riliv as a company should be aware of and could benefit from market dynamic.

## 1.2 Research Problem

Due to the close relationship between Generation Z to easily adopt digital applications, it is important for Riliv as a company to understand and examine the challenges that occur in this generation age, especially from the perspective of the parent-child relationship to understand the possible willingness to solve the problems using the services from Riliv. However, with the existing application of Riliv and the problem among Generation Z with the parent-child relationship, there is still no in-depth research that focuses on these aspects of providers and underlying problems. Drawing from current market conditions, one notable societal phenomenon related to children's difficulty in connecting with their parents, particularly evident on social media, is the use of Google Forms as a means of communication. The author has observed a unique trend on TikTok, where a significant number of Generation Z users have shared Google Forms containing questions about parent-child relationships. These forms are sent to one of their parents under the guise of a "university-required task," with the intention of receiving and analyzing their responses. This trend has garnered considerable attention, with some forms receiving over 500,000 views. While many users have responded positively to this trend, expressing appreciation for the insights gained, others have expressed concerns about its implications on their parent's potential bad respond. This trend highlights the challenges children face in reaching out to their parents or understanding their parents' perspectives, using Google Forms as a medium of communication. Recognizing this trend as an indicator of the mental health challenges children face, Riliv could tap into this opportunity to provide solutions. By leveraging the insights from this research data, Riliv can position itself to attract new market opportunities and contribute meaningfully to enhancing parent-child relationships in the digital age. Underlying theories used in this present study, it will adapt with previous studies that have applied the combination of both Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to understand

behavioral intentions and technology adoption, particularly in digital mental health and healthcare consumer behavior contexts. These theories have been used to explore attitudes, subjective norms, perceived behavioral control, perceived usefulness, and perceived ease of use.

### 1.3 Research Questions

In analyzing the Generation Z young adults' intention to solve the parent-child relationship challenges using Riliv as a Digital Mental Health Service provider, this study seeks to find out these questions:

1. Does attitude significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service?
2. Does subjective norms significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service?
3. Does perceived behavior control significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service?
4. Does perceived usefulness significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service?
5. Does perceived ease of use significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service?
6. Does perceived ease of use significantly influence the perceived usefulness of Generation Z to use Riliv's Digital Mental Health Service?
7. Does perceived usefulness significantly influence the attitude of Generation Z to use Riliv's Digital Mental Health Service?

### 1.4 Research Questions

Based on the topics and problems aforementioned, the research objectives are as follows:

1. To study whether the attitude significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.
2. To study whether the subjective norm significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.
3. To study whether the perceived behavior control significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.
4. To study whether the perceived usefulness significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.
5. To study whether the perceived ease of use significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.
6. To study whether perceived ease of use significantly influences the perceived usefulness of Generation Z to use Riliv's Digital Mental Health Service.
7. To study whether perceived usefulness significantly influences the attitude of Generation Z to use Riliv's Digital Mental Health Service

### 1.5 Significance of Study

Despite mental health issues or parent-child relationships being a common area of research, most studies were done on psychological approaches such as awareness of the literacy rate, types of mental disorders, communication level, and people analysis. Rarely has research on mental health and parent-child relationships done with the combination of marketing perspectives to observe the market gap identification to seek new opportunities that meet a genuine need within the demographic which is Generation Z young adults. Previous studies about Riliv as a company conducted by Diniati et al.(2022) and Inas & Fajarindra Belgiawan (2023) have analyzed the public relations on media management of the social media account of Riliv and marketing strategies to enhance customer retention [15][16]; However, they were not done in examining the market's intention from a personal issue of Generation Z young adult of the relationship as new possible service offered to address this concern. Besides, as a limitation this research will focus solely on Riliv as the provider of Digital Mental Health Services, which limits the generalizability of the findings to the broader industry. The study will not provide an industry-wide perspective but will instead focus on Riliv as a singular case study for marketing purposes.

## **2 Literature Review**

### **2.1 Theoretical Underpinning I - Theory of Planned Behavior (TPB)**

According to Ajzen's 1991 Theory of Planned Behavior (TPB) [17], three primary constructs- attitudes, subjective norms, and perceived behavioral control have an impact on a person's intention to engage in a behavior. Attitudes reflect an individual's positive or negative evaluations of performing a behavior, subjective norms capture perceived social pressure, and perceived behavioral control encompasses the perceived ease or difficulty of performing the behavior. Applying the TPB to the context of Gen Z's intention to use Riliv's service can provide valuable insights into the psychological factors shaping their decisions. Moreover, these concepts offer a framework for comprehending and forecasting human behavior, which makes them especially pertinent when examining Gen Z's intention to use digital mental health services for issues relating to parent-child relationships. TPB has been employed in studies related to mental health and health care issues, demonstrating its relevance to the field. For example, in a study examining the intention of young individuals to use digital mental health interventions, the Theory of Planned Behavior (TPB) was utilized to explore how attitudes toward technological solutions, perceived usefulness, perceived ease of use, and trust of digital mental health interventions (DMHIs) impacted young people's intentions to use them [18]. The findings underscored the significance of these constructs in shaping individuals' intentions in the mental health context. Such applications of TPB in mental health studies provide a solid theoretical foundation for examining Generation Z's intention to use digital mental health services, particularly in addressing parent-child relationship challenges in this study.

### **2.2 Theoretical Underpinning II - Technology Adaptation Model (TAM)**

Initially proposed by Davis in 1985, the Technology Acceptance Model comprises key user motivation variables (perceived usefulness, ease of use, and attitudes toward technology) along with outcome variables (behavioral intentions, technology use) [19]. According to TAM, there is a direct correlation between these factors and users' attitudes and behavioral intentions. It is proposed that positive attitudes result in higher intentions to use the system, which in turn influences actual system use. TAM's broad acceptance in research and practice can be attributed to its clarity and simplicity. This pioneering model served as a basis for further advancements and expansions in the area of technology acceptance, offering insightful information about the mental and psychological mechanisms that underlie users' choices to accept or reject new technologies [19]. Applying this theory to the research will give insight into the context of how Generation Z perceives the utility and ease of adaptation of Riliv's service application, with the intention of gaining insights into their behavioral intentions regarding its adoption that shapes their decisions. Furthermore, TAM has found application in studies focusing on mental health and health care field, underscoring its relevance in this area. For instance, a study examines the adoption of mobile mental health apps among young adults in Germany to uncover barriers that hinder their utilization of the mobile treatment apps [20].

### **2.3 Digital Mental Health Service**

As the main part of this research, Digital Mental Health Services have developed over time. Mental health issues are prevalent, and numerous evidence-based treatments have been created to address mental health issues. Programs that use online and mobile platforms to deliver psychological strategies and interventions are referred to as Digital Mental Health Services, it also includes telehealth services, which refer to the delivery of mental health services synchronously over the phone or through videoconference [21]. Online mental health interventions are therefore necessary, as they have been shown to get around some of the drawbacks of in-person mental health services, such as stigma, expense, time, and accessibility [22]. A recent study listed four elements that every online mental health intervention should have designed for students in higher education such as convenience, personalization, anonymity, and language [23].

**2.4 Intention to Use**

Intention to Use refers to the approval and ongoing utilization of a product. [24]. Variable of Intention to Use developed from the two underpinning theories of TPB and TAM to see the intention of Generation Z to use Riliv’s Digital Mental Health. Besides, the independent variable of Intention to Use has been analyzed in several prior research in different cases. Using the same extended theories of TPB and TAM, Anouze & Alamro (2019) analyze the influences that drive factors that contribute to enhancing the intention to use e-banking [24]. On top of that, another study of Intention of Use portrayed using integrated models of TPB and TAM in adopting technological phenomena or new changes as well as the user’s psychological side also applied in Indonesia part. Analyzing the pandemic COVID-19 impact on the intention to use bicycles in the post-COVID-19 period [25]. Incorporating previous research that treats intention as the independent variable and integrates the TPB and TAM frameworks will enable the exploration of internal and external factors influencing the intention to utilize Riliv’s Digital Mental Health Service. This approach aims to address Generation Z’s parent-child relationship issues. The analysis will focus on the TPB’s dependent variables (attitude, subjective norms, perceived behavior control) and TAM’s variables (perceived usefulness and perceived ease of use).

**2.5 Research Model**

Presented below is an extensive research model that depicts the complex relationship between the independent variable, intention to use, and the dependent variables, including attitude, subjective norms, perceived behavior control, perceived use-fulness, and perceived ease of use. This model is based on the combined framework of the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM), which has been thoroughly verified in previous research studies sharing a comparable conceptual framework. Drawing on the established foundations of TPB and TAM, this model serves as a robust framework for understanding and predicting Generation Z’s intention to use Riliv’s Digital Mental Health Service in the context of addressing parent-child relationship challenges. This research model is adopted from studies by Bondzie-Micah et al. (2022) [26] further solidifying its theoretical underpinnings and relevance in the field of digital mental health.

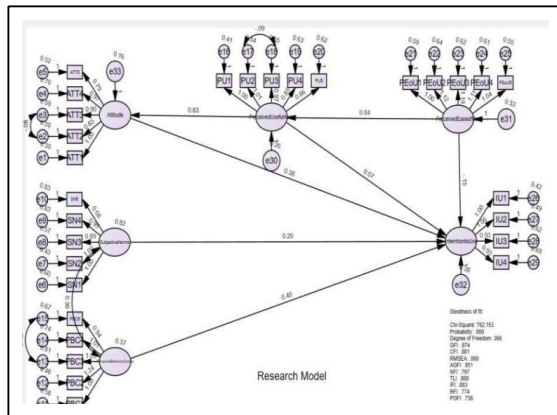


Figure 1 Research Model

**2.6 Hypothesis Development**

Building on previous study that has successfully applied the integrated TPB and TAM framework, the study proposes hypotheses regarding behavioral intentions, leveraging the versatility and effectiveness. Therefore, this present study would propose the hypothesis as follows:

**2.6.1. Attitude and Intention Relationship**

H1.0: Attitude does not significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

H1.1: Attitude significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.2. Subjective Norms and Intention Relationship**

H2.0: Subjective Norms do not significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

H2.1: Subjective Norms significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.3. Perceived Behavior Control and Intention Relationship**

H3.0: Perceived Behavior Control does not significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

H3.1: Perceived Behavior Control significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.4. Perceived Usefulness and Intention Relationship**

H4.0: Perceived Usefulness does not significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

H4.1: Perceived Usefulness significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.5. Perceived Ease of Use and Intention Relationship**

H5.0: Perceived Ease of Use does not significantly influence the intention of Generation Z to use Riliv's Digital Mental Health Service.

H5.1: Perceived Ease of Use significantly influences the intention of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.6. Perceived Ease of Use and Perceived Usefulness Relationship**

H6.0: Perceived Ease of Use does not significantly influence the Perceived Usefulness of Generation Z to use Riliv's Digital Mental Health Service.

H6.1: Perceived Ease of Use significantly influences the Perceived Usefulness of Generation Z to use Riliv's Digital Mental Health Service.

**2.6.7. Perceived Usefulness and Attitude Relationship**

H7.0: Perceived Usefulness does not significantly influence the Attitude of Generation Z to use Riliv's Digital Mental Health Service.

H7.1: Perceived Usefulness significantly influences the Attitude of Generation Z to use Riliv's Digital Mental Health Service.

### 3 Research Methodology

This present study this study will be conducted with a quantitative method, used to identify patterns, relationships, and trends for studying phenomena, especially in testing hypotheses and establishing cause-and-effect relationships [27]. The unit of analysis in this study is people the group of Generation Z, involves the examination of Generation Z's intention to use a specific digital mental health service provider (Riliv) in the context of parent-child relationship challenges. The study selects its participants from this population using non-probability sampling, which is a method that does not involve random selection but instead relies on judgment, specifically selecting participants who are readily accessible. Consequently, screening questions will be utilized in the data collection process to specify the preferred profile of respondents to ensure the respondents are aged between 18-25 only, domicile in Jakarta or spend most of their activities in the city, currently have any issues in relationship with parents or parental figures, know the brand of Riliv but never used the service before, and engaged online shopping at least 3 times in past three months.

In terms of sample size which refers to the number of individual units or observations included in a sample selected from a larger population, the sample size follows the ratio of 10:1 or the 10-time rule. The formula consisted of number of questions times 10 interpretation that yield the required sample size, in this study there are 29 questions spread in the variables that make the minimum sample size to be 290 [29]. The process of data collection, encompassing the gathering of information, testing theories, and evaluating outcomes, as outlined will involve the use of online

questionnaires via Google Forms for primary data using 7-Likert Scale. The Likert Scale is a commonly employed psychological measurement tool for assessing attitudes, opinions, or perceptions. It usually comprises a set of statements or items that individuals assess based on a scale of agreement or disagreement [29].

In analyzing the gathered data, this current study performed pre-sample and final sample testing procedures. Regarding the pre-test sample, the collected data will be examined using SPSS (Statistical Package for the Social Sciences) with factor analysis to evaluate the validity parameter, including overall KMO, MSA, Bartlett's Test, Factor Loading, Component Matrix, and Communalities. Additionally, for the reliability test, the Cronbach Alpha parameter of  $>0.70$  will be utilized to determine validity [28]. Furthermore, after conducting the pre-test sample, the final test will be analyzed using the SEM (Structural Equation Model) using AMOS Software. As the part of SEM procedures; Firstly, testing fit need to be conducted to evaluate Goodness of Fit (GoF) between data and the overall model with 15 indices including Chi-square test, Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI), Secondly, followed by assessing the measurement model fit (validity and reliability test) through construct validity, convergent validity, construct reliability, as well as average variance extracted and finally structural model or hypothesis testing where it compare the P-value against a significance level (alpha) typically set at  $<0.05$ , Critical Ratio (CR) score, which should ideally exceed 1.96, and the Standardized Loading Factor (SLF), with values ideally falling below 1.00 to indicate a good fit. [30]

## 4 Result and Discussion

### 4.1 Respondent Profile

There are total of 304 respondents in this study, and presented below in table 1 is the summary of their profile.

Item	Total	Percentage
Gender:		
Male	128	42%
Female	176	58%
Domicile:		
Jakarta	169	55.4%
Bogor	31	10.2%
Depok	29	9.5%
Bekasi	28	9.2%
Tangerang	41	13.4%
Others	6	2.3%
Occupation:		
Students	219	71.8%
• Full-time employee	75	24.6%
Internship	76	24.9%
Freelancer	57	18.7%
• Part-time employee	34	11.1%
Highest Education		
High School	154	50.5%
Diploma	12	3.9%
Bachelor Degree	107	35.1%
Master Degree	32	10.5%

Table 1 Respondent Profile

### 4.2 Overall Model Fit Analysis Result

GOODNESS OF FIT PARAMETERS	FIRST ESTIMATED PARAMETERS	SECOND ESTIMATED PARAMETERS	TESTING CONCLUSION
Absolute Fit			



Chi-Square ( $X^2$ ) / Degree of Freedom	779.104 / 369 = 2.111	762.153 / 366 = 2.082	<b>Good Fit</b>
P-value of Chi Square ( $X^2$ )	0.000	0.000	<b>Poor Fit</b>
Root Mean Square Error of Approximation ( <b>RMSEA</b> )	0.061	0.060	<b>Good Fit</b>
Goodness-of-Fit Index ( <b>GFI</b> )	0.871	0.874	<b>Marginal</b>

			<b>Fit</b>
Standardized Root Mean Square Residue ( <b>SRMR</b> )	0.210	0.210	<b>Poor Fit</b>
ed Cross-Validation Index ( <b>ECVI</b> )	3.007 for the ECVI 2.871 for the saturated ECVI model	2.971 for the ECVI 2.871 for the saturated ECVI model	<b>Good Fit</b>
<b>Incremental Fit</b>			
Comparative Fit Index ( <b>CFI</b> )	0.877	0.881	<b>Marginal Fit</b>
Normed Fit Index ( <b>NFI</b> )	0.792	0.797 ≈ 0.80	<b>Marginal Fit</b>
Tucker-Lewis Index ( <b>TLI</b> )	0.865	0.868	<b>Marginal Fit</b>
Incremental Fit Index ( <b>IFI</b> )	0.879	0.883	<b>Marginal Fit</b>
Relative Fit Index ( <b>RFI</b> )	0.771	0.774	<b>Poor Fit</b>
Adjusted Goodness of Fit Index ( <b>AGFI</b> )	0.848	0.851	<b>Acceptable Fit</b>
<b>Parsimonious Fit</b>			
ony Goodness of Fit Index ( <b>PGFI</b> )	0.739	0.736	<b>Good Fit</b>
Akaike Information Criterion ( <b>AIC</b> )	04 for the AIC 70.000 for the saturated AIC Model	53 for the AIC 70.000 for the saturated AIC model	<b>Poor Fit</b>
ent Akaike Information Criterion ( <b>CAIC</b> )	1222.427 for the CAIC 2921.907 for the saturated CAIC model	1225.627 for the CAIC 2921.907 for the saturated CAIC model	<b>Poor Fit</b>

Table 2 Model Fit Analysis Results

4.3 Validity Testing Result

* =not estimated by AMOS. Targeted > 1.96				
OBSERVED VARIABLES	TESTING RESULT			VALIDITY CONCLUSION
	C.R.	P	SLF	

ATT1	*	0.000	0.76	VALID
ATT2	10.35	0.000	0.65	VALID
ATT3	10.27	0.000	0.63	VALID
ATT4	10.54	0.000	0.63	VALID
ATT5	10.13	0.000	0.61	VALID
SN1	*	0.000	0.76	VALID
SN2	13.80	0.000	0.82	VALID
SN3	12.40	0.000	0.73	VALID
SN4	11.50	0.000	0.69	VALID
SN5	9.30	0.000	0.56	VALID
PBC1	*	0.000	0.62	VALID
PBC2	9.26	0.000	0.73	VALID
PBC3	8.05	0.000	0.60	VALID
PBC4	7.98	0.000	0.58	VALID
PBC5	7.63	0.000	0.57	VALID
PU1	*	0.000	0.74	VALID
PU2	11.22	0.000	0.70	VALID
PU3	10.80	0.000	0.68	VALID
PU4	9.92	0.000	0.60	VALID
PU5	9.99	0.000	0.61	VALID
PEoU1	*	0.000	0.60	VALID
PEoU2	8.30	0.000	0.63	VALID
PEoU3	8.53	0.000	0.66	VALID
PEoU4	8.20	0.000	0.63	VALID
PEoU5	8.22	0.000	0.63	VALID
IU1	*	0.000	0.77	VALID
IU2	13.96	0.000	0.76	VALID
IU3	12.20	0.000	0.68	VALID
IU4	11.89	0.000	0.66	VALID

Table 3 Validity Testing Results

As evidenced by the results presented in the table above, the Construct and Convergent Validity testing demonstrates that all observed variables exhibit strong validity. Specifically, each variable has a Critical Ratio (CR) score greater than 1.96, indicating significance at the 0.05 level, and P values of 0.000, which are below the 0.05 threshold, confirming the statistical significance of the results, and the Standardized Loading Factors (SLF) for the observed variables range from 0.50 to 0.80.

#### 4.4 Reliability Testing Result

LATENT VARIABLES	CR SCORE	VE SCORE	RELIABILITY CONCLUSION
Attitude [ATT]	0.87 ≥ 0.70	0.44 ≈ 0.50 ≥ 0.50	VALID
Subjective Norms [SN]	0.84 ≥ 0.70	0.51 ≥ 0.50	VALID
Perceived Behavior Control [PBC]	0.76 ≥ 0.70	0.40 ≈ 0.50 ≥ 0.50	VALID
Perceived Usefulness [PU]	0.80 ≥ 0.70	0.45 ≈ 0.50 ≥ 0.50	VALID

Perceived Ease of Use [PEoU]	$0.77 \geq 0.70$	$0.40 = 0.50 \geq 0.50$	VALID
Intention to Use [IU]	$0.81 \geq 0.70$	$0.52 \geq 0.50$	VALID

Table 4 Reliability Testing Result

According to Fornell & Larcker (1981), even if the AVE is less than 0.50, the convergent validity of the construct can still be considered adequate if the composite reliability is higher than 0.60 [31]. Therefore, the CR and AVE results collectively ensure that the measurements accurately reflect the theoretical constructs they are intended to measure. Consequently, all latent variables in this study are considered reliable.

#### 4.5 Structural Model Fit – Hypothesis Testing Result & Discussion

Hypothesis	Path	SLF Score	P-Value Score	CR Score	Hypothesis Conclusion
1	ATT → IU	0.343	0.034	2.117	Significant
2	SN → IU	0.237	0.011	2.531	Significant
3	PBC → IU	0.313	0.008	2.639	Significant
4	PU → IU	0.064	0.709	0.374	Not Significant
5	PEoU → IU	-0.114	0.267	-1.110	Not Significant
6	PEoU → PU	0.688	0.000	7.378	Significant
7	PU → ATT	0.827	0.000	10.612	Significant

Table 5 Hypothesis Testing Result

In this present study, Generation Z in Jakarta was found to consider ease of use, usefulness, and attitude as sequential factors leading to their intention to use Rili- v's Digital Mental Health Service (DMHS). The hypotheses regarding attitude, subjective norms, and perceived behavior control to intention to use (hypotheses 1-3) were supported, indicating that these factors play a significant role in shaping Generation Z's intention to use DMHS.

Hypotheses 4 and 5 were rejected because they suggested a direct influence of perceived usefulness (PU) and ease of use (PEOU) on intention to use, which was not supported by the data. Instead, hypotheses 6 and 7 were accepted, indicating a direct influence of PEOU on PU and PU on attitude. Despite these direct influences, the overall impact on intention to use is indirect. This nuanced understanding highlights the complex decision-making process of Generation Z in Jakarta when considering the use of DMHS for mental health issues related to parent-child relationships.

The study's findings emphasize that the perception of DMHS as easy to use is a critical factor that shapes its perceived usefulness, which in turn influences attitude, ultimately impacting the intention to use the service. This conclusion is supported by the highly significant results of the Critical Ratio (CR) score, p-value, and Standardized Loading Factor (SLF) for hypotheses 6 and 7. These findings underscore the significance of developing DMHS that are user-friendly and perceived as beneficial in addressing the specific mental health needs of Generation Z in Jakarta, particularly those related to parent-child relationship problems.

## 5 Conclusion and Recommendation

The findings of this study indicate that Attitude, Subjective Norms, and Perceived Behavior Control significantly impact Intention to Use. Conversely, Perceived Usefulness and Perceived Ease of Use do not have such an influence; However, Perceived Ease of Use on Perceived Usefulness and Perceived Usefulness on Attitude resulted in strong significant influence overall impact on intention to use indirectly. The findings of this study suggest that ensuring the perceived usefulness and

perceived usefulness of Riliv's Digital Mental Health Service is crucial in shaping Generation Z's attitude towards using the service. By emphasizing the benefits and utility of the service, service providers can positively influence Generation Z's attitude and potentially increase their willingness to utilize digital mental health services, thus improving mental health outcomes in this demographic.

This present study also give recommendation for the Riliv. Firstly, the company need to focus on improving the user interface and experience of their digital mental health services (DMHS) to make them more intuitive and user-friendly. Given that perceived ease of use significantly influences perceived usefulness and indirectly impacts the intention to use, Riliv should continue to enhance the user-friendliness of their application. This includes ongoing improvements to the interface to make it even more intuitive for Generation Z. Regular user testing and incorporating feedback from Gen Z users can help ensure that the application remains easy to navigate and use. Additionally, showcasing the benefits and effectiveness of the services through testimonials, case studies, and evidence-based information can help improve perceived usefulness.

Secondly, Riliv could develop marketing and educational campaigns that address the specific needs and concerns of Generation Z. These campaigns should emphasize the ease of use and practical benefits of using DMHS for addressing mental health issues, particularly those related to parent-child relationships. Highlighting personal stories and creating relatable content can foster a positive attitude towards using DMHS. For instance, under the theme of "Bridging the Gap: Gen-Z and Parent-Child Relationships." These campaigns should include educational webinars, social media content, and interactive formats to raise awareness; real-life stories to engage users; detailed guides and resources to inform; and follow-up campaigns to reinforce the message.

Furthermore, in terms of recommendation for future studies it could be developed through different methodologies and investigation of additional variables. Future studies should consider incorporating a variety of methodologies outside of quantitative approach. For instance, through qualitative methodologies to explore the perceptions of Generation Z regarding Digital Mental Health Services (DMHS). Qualitative approaches like interviews, focus groups, or case studies can offer more profound understanding of Generation Z's engagement with and perspectives on DMHS. These methodologies can uncover valuable information about the specific challenges, preferences, and motivations of Generation Z in Jakarta when it comes to mental health care. Besides, future studies could also enrich their investigations by exploring the roles of perceived risk, trust and credibility, user satisfaction, and perceived stigma in shaping Generation Z's intention to use Digital Mental Health Services (DMHS) by using another theory that match with the outcome or context of the research areas.

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