DETERMINANTS OF MODERN MEDICAL TECHNOLOGY ADOPTION AMONG AYURVEDA DOCTORS IN THE NORTH CENTRAL PROVINCE IN SRI LANKA

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This study explores the determinants of modern medical technology acceptance among Ayurveda doctors in the North Central Province of Sri Lanka, providing a comprehensive framework based on the Technology Acceptance Model 3 and integrating education levels and demographic factors. A quantitative approach was employed, using a survey distributed to a purposive sample of 108 Ayurveda doctors. The analysis utilized multiple regression models along with various statistical tools, including central tendency measures, measures of dispersion, correlation, chi-square tests, and hypothesis testing. The study identified four models with dependent and independent variables, revealing that External Pressure, Job Relevance, Clarity of the Results, Growing Prominence, and Excellent Output accounted for 31.2% of the variation in Perceived Usefulness. Acquiring Knowledge and Skills, Organizational Support, and Comparison explained 38.3% of the variation in Perceived Ease of Use. Additionally, Perceived Usefulness and Perceived Ease of Use explained 13% of the variation in Behavioral Intention, while Behavioral Intention explained 16% of the variation in Use Behavior. Chi-square tests indicated a significant association between Behavioral Intention to adopt medical technology and the educational level of Ayurveda doctors, although age, sex, and experience were not significant. The study concludes with recommendations for the Department of Ayurveda to enhance operational processes, develop medical technology infrastructure, introduce high-quality services, acquire new technological skills, and coordinate with government, universities, and other entities. These strategies aim to improve the adaptation and integration of modern medical technology among Ayurveda doctors, ultimately achieving the study's objectives and providing actionable insights for policy and practice improvements.

Keywords: Ayurveda doctors, Modern medical technology, Technology adoption