ANALYSIS OF USER SATISFACTION OF THE HALODOC TELEMEDICINE PLATFORM IN DKI JAKARTA IN 2024

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Abstract

This research aims to analyze the influence of content, form, and ease of use on user satisfaction of the Halodoc telemedicine platform in DKI Jakarta in 2024. The research method used in this research is quantitative research. they are using the Partial Least Square Structural Equation Modeling (SEM) approach using SmartPLS 3.0 Software. Data was collected using a questionnaire distributed via Google Forms involving 100 respondents. The research results show an influence between content, form, and ease of use on user satisfaction with the Halodoc telemedicine platform in DKI Jakarta in 2024.

Keywords: User Satisfaction, Telemedicine Platform, Halodoc

INTRODUCTION

In the era of Industrial Revolution 4.0, technological aspects have developed extraordinarily in several countries, one of which is Indonesia (Isbahi et al, 2022). Currently, sophisticated technology has emerged and can support developments in the information aspect, including in the health sector (Putra & Suryanata, 2021). Telemedicine is the provision of long-distance health services by health professionals using information and communication technology, including the exchange of information on diagnosis, treatment, disease and injury prevention, research and evaluation, and continuing education of health service providers for the benefit of improving individual and community health (Ministry of Health, 2019). The use of telemedicine in Indonesia has increased during the COVID-19 pandemic as a way to reduce face-to-face communication with doctors or health workers during the COVID-19 era (Agustina et al., 2023). There are various reasons for people to use telemedicine, namely easier access, lower costs, convenience, saving time, and helping in emergencies (Azizahi et al., 2023).

Globally, there were 318,000 telemedicine applications on the Google Play Store and App Store in 2017. The number of telemedicine applications on the Google Play Store and App Store increased from 2016 to 2017 by 50% and 20% (MTPC, 2020). The Halodoc application is the telemedicine service most widely used by people in Indonesia, as much as 46.5%. Apart from that, people in Indonesia also use several telemedicine applications such as Alodokter as much as 20.3%, Klik Dokter as much as 15.5%, Good Doctor as much as 5.4%, Link Sehat as much as 4.4%, and Quickly Healthy as much as 2% (KIC, 2022). The Halodoc application also occupies 2nd position globally in the health category and 49th position nationally with a total of 30,800 million users. Not only Indonesia, the Halodoc application is used in several countries, where the most users are Malaysia (0.96%), the United States (0.40%), Singapore (0.24%), and India (0.24%) (Similarweb, 2021). Research conducted by Dailysocial.id, Halodoc is in first place for the telemedicine application most widely used by the people of DKI Jakarta, namely 45.3% (DSResearch, 2019).

The Halodoc service has a close relationship with user satisfaction so it can make it easier for users to purchase medicines, consult with doctors, make hospital visits without having to queue, and do health checks (Sutriani et al, 2021; Nur Aisa et al, 2021). It is hoped

that telemedicine companies can understand needs so that Halodoc can increase user satisfaction (Azizahi et al., 2023). Halodoc application users complained about several problems, such as when consulting with a doctor via video call, sometimes the doctor's voice could not be heard and the resulting image was not clear, the application display was a little confusing for new users, the application stated that the consultation time lasted 30 minutes but the doctor had left the consultation before the time is up, and some users still don't have enough information about how the Halodoc application service system works. This is in line with research by Praditya et al. (2021) explained that Halodoc application users have problems with displaying less representative images, have difficulty finding information, and there are problems related to the menu display in the Halodoc application. In addition, research conducted by Jawahir et al. (2022) explained that the complete content of the Halodoc application which provides health information will influence user satisfaction in accessing the application. To overcome this problem, this research applies the End User Computing Satisfaction (EUCS) model which is more focused on discussing content, form, and ease of use to determine user satisfaction.

Based on the previous background explanation, researchers are interested in researching the analysis of user satisfaction with the Halodoc telemedicine platform in Jakarta in 2024. This research aims to analyze the influence of content, format, and ease of use on user satisfaction of the Halodoc telemedicine platform in DKI Jakarta in 2024.

RESEARCH METHOD

The research method applied in this research is quantitative research in analyzing the influence of content, format, and ease of use in the Halodoc application on user satisfaction of the Halodoc telemedicine platform in DKI Jakarta in 2024. The sampling techniques applied in this research are non-probability sampling and purposive sampling. The population chosen by researchers was 18,824 Halodoc application users in DKI Jakarta, so the number of samples used for this research was 100 respondents. Data collection was carried out using a questionnaire distributed via Google Forms. All questionnaires in this study used a 5-point Likert scale, namely 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 =

strongly agree. Statistical analysis applies the Structural Equation Modeling (SEM) Partial Least Square approach using SmartPLS 3.0 software.

RESULTS AND DISCUSSION

Respondent Characteristics Data

Table 1.
Frequency Distribution and Characteristics of Respondents

Variable	Number (n=100)	Percentage (%)
Age		
17-25 years old	48	48
26-35 years old	28	28
36-45 years old	12	12
46-55 years old	7	7
56-65 years old	5	5
Gender		
Man	28	28
Woman	72	72
Last education		
SENIOR HIGH SCHOOL	7	7
Strata I (S1)	76	76
Strata II (S2)	17	17
Work		
Student	13	13
Doctor	43	43
Government employees	18	18
Private sector employee	19	19
Housewife	7	7
Long Time Using the Halodoc Application		
< 1 year	15	15
1-2 years	33	33
> 2 years	52	52
User Satisfaction		
Very satisfied	64	64
Satisfied	33	33

Less satisfied	2	2
Not satisfied	1	1

Based on the respondent characteristics data depicted in Table 1, it shows that the majority of respondents in this study were 17-25 years old, 48% and 72% were female. The majority of respondents' final education in this study was Strata I (S1) at 76% and working as doctors at 43%. Apart from that, the majority of respondents have used the Halodoc application for >2 years, 52%, and feel very satisfied when using the Halodoc application, 64%.

Measurement Model (Outer ModeI)

Validity testing measures on reflective indicators can be carried out using the correlation between the indicator score and the construct score. Measurement with reflective indicators displays changes in an indicator in a construct if other indicators in the same construct change. Below are the results of the structural model in this research:

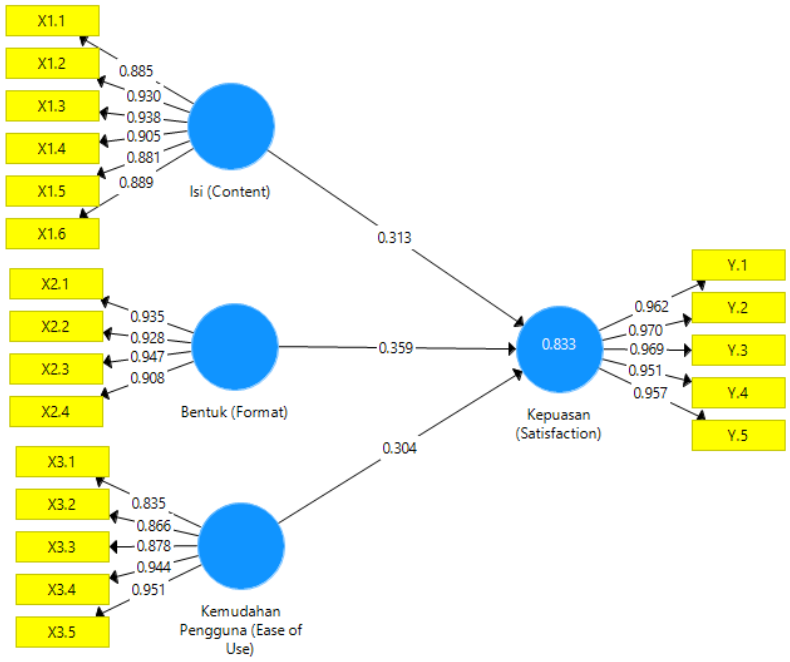

Table 2.
Convergent Validity Output Results

	Content	Form (Format)	User Ease	User Satisfaction
X1.1	0.885			
X1.2	0.930			
X1.3	0.938			
X1.4	0.905			
X1.5	0.881			
X1.6	0.889			
X2.1		0.935		
X2.2		0.928		
X2.3		0.947		
X2.4		0.908		
X3.1			0.835	
X3.2			0.866	
X3.3			0.878	
X3.4			0.944	
X3.5			0.951	
Y.1				0.962
Y.2				0.970
Y.3				0.969
Y.4				0.951
Y.5				0.957

According to Ghozali (2012), a correlation can be declared to meet convergent validity if it has a loading factor value of > 0.5. Based the results depicted in Table 2, it shows that all loading factor values are > 0.5, therefore the various indicators used in this research meet convergent validity.

Table 3.
Cross-Loading Output Results

	Content	Form (Format)	User Ease	User Satisfaction
X1.1	0.885	0.752	0.702	0.697
X1.2	0.930	0.797	0.763	0.801
X1.3	0.938	0.803	0.817	0.862
X1.4	0.905	0.711	0.716	0.776

X1.5	0.881	0.709	0.706	0.720
X1.6	0.889	0.784	0.755	0.822
X2.1	0.754	0.935	0.662	0.754
X2.2	0.792	0.928	0.722	0.797
X2.3	0.848	0.947	0.772	0.841
X2.4	0.726	0.908	0.698	0.787
X3.1	0.679	0.601	0.835	0.690
X3.2	0.681	0.646	0.866	0.643
X3.3	0.665	0.646	0.878	0.694
X3.4	0.827	0.757	0.944	0.868
X3.5	0.810	0.774	0.951	0.825
Y.1	0.819	0.775	0.808	0.962
Y.2	0.847	0.831	0.797	0.970
Y.3	0.840	0.841	0.795	0.969
Y.4	0.818	0.831	0.836	0.951
Y.5	0.836	0.837	0.794	0.957

Reflective indicators require discriminant validity testing by comparing the values in the cross-loading table. An indicator is said to be valid if it has the highest loading factor value for the construct in question compared to the loading factor value for other constructs.

Table 4.
Reliability Test Results

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Content	0.956	0.959	0.964	0.819
Form	0.948	0.949	0.962	0.864
User Ease	0.938	0.950	0.953	0.803
User Satisfaction	0.980	0.980	0.984	0.925

According to Sarwono and Narimawati (2015), a latent variable can be declared to have good reliability if the composite reliability value is >0.7. In this test, a variable is said to be reliable if the Cronbach's Alpha and composite reliability values are >0.6. Based on the results depicted in Table 4, it shows that all the variables that were measured in this study have Cronbach's Alpha and composite values that are greater than 0.6, therefore it can be stated that all the variables are reliable.

Structural Model (Inner Model)

The structural model (inner model) can be continued if a model is said to be valid and reliable. The following are the results of the structural model in this research:

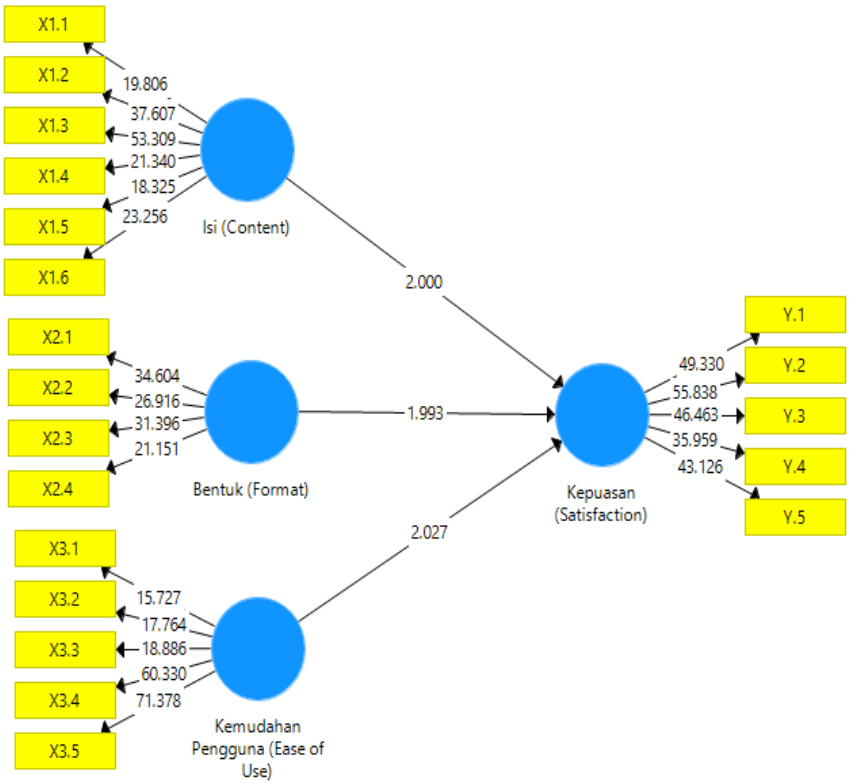

Table 5.
R2 Calculation Output Results

	R Square	R Square Adjusted
User Satisfaction	0.833	0.828

Evaluation of the structural model was carried out using the R-squared (R2) test and a significance test using estimated path coefficients. The R Square value is used to measure how much influence a certain independent variable has on the dependent variable. In this study, it was found that the influence of independent variables on satisfaction was 0.827 or 82.7%.

Table 6.
Results of Bootstrapping Calculations for Research Data

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics(|O/STDEV|)	P Values
Content→User Satisfaction	0.313	0.295	0.156	2,000	0.046
Form (Format)→User Satisfaction	0.359	0.334	0.180	1,993	0.047
User Ease→User Satisfaction	0.304	0.344	0.150	2,027	0.043

The significance test aims to determine the influence of the independent variable on the dependent variable. Hypothesis testing using the SEM PLS method is carried out using a bootstrapping process which is supported by the SmartPLS 3.0 program; therefore, we obtain a relationship between the influence of the independent variable on the dependent variable. Based on the results depicted in Table 6, it shows that all variables have P values <0.05 and T statistics >1.96. Based on the results of hypothesis testing depicted in Table 6, it can be concluded that hypothesis 1 is accepted, which means that there is a positive influence of content on user satisfaction with a P value of 0.046 and T statistics of 2.000. Hypothesis 2 explains that there is a positive influence of form on user satisfaction. Based on the P value of 0.047 and T statistics of 1.993, which means hypothesis 2 is accepted. Hypothesis 3 explains that there is a positive influence of ease of use on user satisfaction. Based on the P value 0.043 and T statistics 2.027, which means hypothesis 3 is accepted.

Discussion

The results of this study show that the respondents who used the Halodoc application the most were aged 17-25 years and were female. According to research by Rahmasari et al. (2023) stated that the majority of Halodoc application users are aged 17-25 years, which is the age group in Generation Z who has a more advanced orientation towards technology and was born when the internet era was easily accessible and used gadgets and health applications

online more often. Women also tend to use online health applications more often to check their health regularly (Alexandro et al., 2021). Respondents in this study also felt very satisfied using the Halodoc application with a period of use of > 2 years. This is in line with research by Manurung et al. (2022) shows that Halodoc application users in Semarang have used the Halodoc application for > 2 years to fulfill their health needs such as consulting with a doctor, buying medicine, testing for COVID-19, carrying out laboratory tests, and making hospital appointments and they feel satisfied when using it. Halodoc application.

The results of the 1st hypothesis test (H1) provide evidence that there is a positive influence of content on user satisfaction of the Halodoc telemedicine platform in DKI Jakarta in 2024. The results of this research are in line with research conducted by Izzati et al. (2021) shows that there is a positive influence of content on user satisfaction, where the content in the Halodoc application contains complete health information, thereby increasing user satisfaction. According to Azizahi et al. (2023) stated that the higher the user's positive perception of the content of the Halodoc application, the higher the perception of user satisfaction with the Halodoc application.

The results of the 2nd hypothesis test (H2) provide evidence that there is a positive influence of form on user satisfaction with the Halodoc telemedicine platform in DKI Jakarta. This is confirmed by research conducted by Wulandari S et al. (2024) reviewed that the form (format) has a positive effect on user satisfaction of the Halodoc telemedicine application in Pekanbaru. Apart from this, research conducted by Layman (2021) explains that the regularity and tidiness of the menu layout, attractive menu appearance, and appropriate and easy-to-read text size in the Halodoc application can increase user satisfaction so that the number of users accessing the Halodoc application will increase. continually increasing.

The results of the 3rd hypothesis test (H3) provide evidence that there is a positive influence of ease of use on user satisfaction with the Halodoc telemedicine platform in DKI Jakarta. The results of this research are supported by research conducted by Setiawan et al. (2022) explained that the better the convenience obtained by Halodoc application users, the more positive influence it will have on user satisfaction. Apart from that, research conducted by Ariadanang et al. (2022) stated that the Halodoc application has good system quality and

an application system that is easy to use so that users do not need a lot of effort to use it and saves time, which can increase user satisfaction.

CONCLUSION

Based on the results of research regarding user satisfaction analysis of the Halodoc telemedicine platform in DKI Jakarta in 2024, it was found that the content, form, and ease of use have a positive effect on user satisfaction of the Halodoc telemedicine platform in DKI Jakarta in 2024.

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