ANALYSIS OF USER EXPERIENCE AND USER SATISFACTION OF THE SATWAGIA MOBILE APPLICATION

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Abstract

The development of digital technology in Indonesia has encouraged various sectors to transform towards digital-based services, including the animal health industry. Satwagia Mobile is an application designed to provide digital pet health and care services, including online consultations, vaccination bookings, grooming, and pick-up and drop-off services. This study aims to analyze the user experience (UX) and user satisfaction with the Satwagia Mobile application. The research method used a quantitative approach with primary data collection through an online survey using a Google Form questionnaire. The study sample consisted of 100 respondents who had made at least two transactions on the Satwagia Mobile application. The results showed that the user experience was generally in the fairly good category, with the highest scores in the Stimulation (3.10) and Perspicuity (3.09) dimensions, indicating that users felt motivated and easily understood the application's instructions. However, the Efficiency (2.97) and Dependency (2.90) dimensions still require improvement, particularly in service speed and flexibility in selecting a veterinarian. The user satisfaction level was in the fairly satisfied category (2.91), indicating potential for development to improve service convenience, reliability, and innovation. These findings are expected to be input for Satwagia Mobile developers in improving the quality of user experience and satisfaction.

Keywords: User Experience, User Satisfaction, Digital Applications, Satwagia Mobile, Animal Health Services

INTRODUCTION

Indonesia is an archipelagic nation with a very large and diverse population. According to data from the Central Statistics Agency (BPS) in 2023, Indonesia's population reached 278.7 million. This population growth is directly proportional to the increasing demand for easy access to information and digital services. The development of information technology has transformed various aspects of people's lives, including communication patterns, transactions, and public services. This trend is also evident in the increasing number of internet users in Indonesia, which now reaches all levels of society, not just the middle and upper classes. Data from We Are Social shows that the number of internet users in Indonesia continues to increase annually, indicating that digital transformation has become part of the modern Indonesian lifestyle.

The development of digital technology has encouraged businesses to transform from conventional to digital-based systems. Schallmo and Williams (2018) state that digitalization goes beyond simply converting processes to digital but also optimizes business opportunities through technology. Digitalization plays a crucial role in generating new revenue, developing businesses, and building a business ecosystem oriented towards efficiency and sustainability. This digital transformation has not only impacted the trade and financial services sectors, but has also spread to various other sectors, including the animal care and healthcare industry.

According to Bank Indonesia data, as of September 2024, the number of digital service transactions reached 1,929.33 million, a 40.45% increase compared to the same period the previous year. The value of digital transactions also increased significantly by 54.89%, totaling IDR 7,492.93 trillion. This growth demonstrates that people are increasingly accustomed to digital-based services that offer convenience, speed, and flexibility in meeting their daily needs. This presents both a challenge and an opportunity for companies to continue innovating in providing digital services oriented towards user convenience and satisfaction.

Furthermore, the phenomenon of population growth has also resulted in increased pet ownership in Indonesia. This has contributed to the rapid development of the pet industry. According to Zhang et al. (2022), the pet industry has grown rapidly in various developed countries over the past century, producing a variety of products and services such as pet food, training, medical care, and supporting equipment. In Indonesia alone, the pet market is estimated to reach USD 2.3 billion in 2023 and is projected to increase to USD 5.9 billion by 2033, with an average annual growth rate of 9.5% (FMI, 2023). This growth indicates significant potential for the development of digital-based innovations in the pet services sector.

One emerging innovation in this industry is Satwagia Mobile, an application developed to provide digital pet health and care services. This application offers various features such as consultations with veterinarians via video call, pet pick-up and drop-off services to clinics, booking vaccinations, grooming, health checks, and purchasing pet supplies through an integrated online store. Through these features, Satwagia Mobile strives to provide a comprehensive solution for pet owners, allowing them to access health services and pet care needs easily, quickly, and efficiently.

The presence of applications like Satwagia Mobile is a concrete example of digital transformation in the field of animal health services. However, the success of a digital application is determined not only by the comprehensiveness of its features, but also by the user experience and level of user satisfaction. User experience (UX) encompasses all aspects

of a user's interaction with a digital product, from ease of navigation and interface appearance to speed of response, to the emotional satisfaction experienced during use. According to Carisfian et al. (2019), UX is the user's perception of the experience gained when using a system or application and is one of the main factors determining the success of a digital product.

Good UX not only enhances user convenience and satisfaction but also contributes to loyalty and continued use of the application. This aligns with the opinion of Nurfitriya and Kusumandyoko (2021), who stated that user experience plays a crucial role in determining the direction of application development, where user input and perceptions serve as the basis for evaluation to improve service quality. Therefore, analyzing UX and user satisfaction is a strategic step in assessing the effectiveness of a digital application, including Satwagia Mobile.

User satisfaction can be defined as the result of comparing user expectations regarding the service received with the actual experience gained during application use. If the user experience exceeds expectations, a sense of satisfaction will emerge, potentially increasing user loyalty to the service. Therefore, understanding user experience and satisfaction is crucial for application developers to ensure that the products they develop truly align with user needs and preferences.

Based on this description, this study, entitled "Analysis of User Experience and User Satisfaction of the Satwagia Mobile Application," aims to analyze user characteristics, describe their experience using the application, and assess user satisfaction with the services provided. The results of this study are expected to serve as evaluation material for developers in improving UX quality and user satisfaction, as well as contribute to the development of digital service innovation in the animal health sector in Indonesia.

REVIEW OF LITERATURE

A mobile application is software designed to operate on mobile devices such as smartphones and tablets to provide easy access to various digital services (Siegler, 2008). In recent years, the development of mobile technology has shown rapid growth along with increasing internet penetration across various levels of society (Lim, 2015). Mobile applications have become a tool that not only supports personal activities but also has a significant impact on the business world and public services. According to Brunet and Ramachandran (2017), mobile applications are designed with accessibility in mind so that they can be used by all individuals without physical or cognitive barriers. Current trends in mobile application development also lead to the integration of advanced technologies such as artificial intelligence (AI), augmented reality (AR), and the Internet of Things (IoT), which serve to enhance the user experience through interactive and personalized features (Mukherjea et al., 2017). In the context of this research, the Satwagia Mobile application presents one form of digital technology implementation that provides practical health services and pet needs. The success of such applications is determined not only by the sophistication of their features, but also by how users experience the ease, comfort, and benefits of using them. Therefore, analyzing user experience (UX) and user satisfaction is crucial to determine the extent to which an application meets its users' needs and expectations.

User experience (UX) is the user's perceptions, impressions, and responses resulting from interactions with a digital product or service (Alben, 1996). According to ISO 9241-

210, UX encompasses all aspects of the user experience, from ease of use, efficiency, and comfort to emotional satisfaction. Good UX focuses not only on functionality but also on the emotional value generated when users interact with the product. Hao et al. (2016) identified five key dimensions for measuring UX: Perspicuity (clarity of application use), Efficiency (efficiency in completing tasks), Dependability (reliability and consistency of performance), Stimulation (user enjoyment and engagement), and Novelty (newness and innovation offered). Meanwhile, user satisfaction, or customer satisfaction, is the result of an individual's evaluation of the difference between expectations and actual experiences after using a product (Kotler & Keller, 2009). Satisfaction can be influenced by several factors such as service features, user emotions, perceptions of fairness, and the influence of other users (Tjiptono & Chandra, 2016). Therefore, it can be concluded that user experience and satisfaction are closely related in determining the success of a digital application. An application with a positive UX will increase satisfaction levels, strengthen user loyalty, and support the sustainability of service use in the long term. In the context of Satwagia Mobile, analysis of UX and user satisfaction are important indicators for assessing the effectiveness of the design, ease of use, and quality of digital services offered to pet owners in Indonesia.

RESEARCH METHOD

This research was conducted at PT Satwagia Pusat Management, located in Loji Village, West Bogor District, Bogor City. The research process was conducted online to increase time and cost efficiency and expand the reach of respondents from various regions. The research focused on Satwagia Mobile app users, using an online method that, according to Evans and Mathu (2018), can increase response rates and reduce bias that often arises in face-to-face interviews.

The type of data used in this study was primary data obtained through an online survey using a Google Forms-based questionnaire. Data were collected directly from Satwagia Mobile app users who met certain criteria. According to Sugiyono (2019), primary data is data obtained directly from primary sources through methods such as observation, interviews, or questionnaires. The use of online surveys is considered effective in reaching a wide range of respondents in a time- and cost-effective manner (Dillman et al., 2014). In this study, data collection was conducted through the distribution of online questionnaires and interviews with Satwagia management. The selected respondents were app users who had made at least one transaction and were registered in the Satwagia database.

The sampling technique used was non-probability sampling with a purposive sampling method, which is a sampling technique based on certain criteria relevant to the research objectives (Sugiyono, 2018). The selected respondents were Satwagia Mobile application users aged at least 17 years and had made at least two transactions, thus ensuring that respondents had real experience in using the application. Based on these criteria, this study determined a sample size of 100 respondents. Data collection was conducted at 15 Satwagia branches with a target of at least seven respondents in each branch to ensure even data distribution and describe the overall user experience from various operational areas.

RESULTS AND DISCUSSION

Characteristics of Satwagia Mobile Application Users

This study involved 100 respondents who met the criteria of being at least 17 years old and having experience making transactions through the Satwagia Mobile application. Respondent characteristics data included gender, age, education level, type of employment, and average monthly income. These aspects were used to describe the profile of app users, identify the dominant age and gender groups, and understand their educational and economic backgrounds. Identifying these characteristics provides a comprehensive picture of Satwagia Mobile users and how their socioeconomic backgrounds may influence their behavior in using digital services. The characteristics of Satwagia Mobile respondents are presented in Table 1.

Table 1.
Characteristics of Satwagia Mobile App Users

Characteristics	Category	Number (people)	Percentage (%)
Gender	Male	65	65
	Female	35	35
Age group	17-25 year	39	39
	26-35 year	38	38
	36-44 year	17	17
	>45 year	6	6
last education	Elementary School	0	0
	Junior High School/Equivalent	2	2
	High Schol/Equivalent	10	10
	Diploma	28	28
	Bachelor's Degree	40	40
	Postgraduate	15	15
Work	Civil Servant	12	12
	Private Employee	25	25
	Housewife	3	3
	Student	10	10
	Entrepreneur	28	28
	State-Owned Enterprise	22	22
	Not Working	0	0
Average monthly income	Rp3.000.000-Rp4.999.999	15	15
	Rp5.000.000-Rp6.999.999	50	50
	Rp7.000.000-Rp9.999.999	25	25
	>Rp10.000.000	10	10
How long have you been a	<6bulan	20	20

Satwagia Mobile user			
	6 bulan-1tahun	50	50
	>1 tahun	30	30

Source: Processed data

The majority of Satwagia Mobile users are male (65%), predominantly in the productive age groups: 17–25 (39%) and 26–35 (38%). Users in this age range are generally tech-savvy and actively use digital services to support a modern lifestyle that cares for pets. In terms of education, the majority have bachelor's degrees (40%) and diplomas (28%), indicating a high level of digital literacy. Based on occupation, users are predominantly entrepreneurs (28%) and private sector employees (25%), who are highly mobile and demand practical and efficient services. The majority of respondents have an income of IDR 5,000,000–IDR 6,999,999 per month (50%), indicating that Satwagia users are in the middle-income group with strong purchasing power for premium digital services.

In terms of duration of use, 50% of users have used the Satwagia Mobile app for 6 months to 1 year, 30% for more than 1 year, and 20% for less than 6 months. This indicates that most users are in the intermediate active usage stage and are beginning to become familiar with the app's key features. The 30% of loyal users who have used the app for more than a year present significant potential for Satwagia to strengthen retention through loyalty programs, personalized features, and exclusive offers. Overall, these characteristics indicate that Satwagia Mobile users are young, highly educated, have stable incomes, and are oriented toward efficiency and digital experiences in pet care.

User Experience and User Satisfaction

The presentation of research data provides important insights that support further in-depth analysis. Through processing and analyzing respondent responses, researchers can understand how each variable is perceived by respondents. To facilitate interpretation, the responses are grouped based on the scores obtained. This grouping is based on the average value as the basis for determining categories. The average value is calculated to determine the pattern of respondents' responses to each statement.

Stimulation

The Stimulation variable has three indicators with an average respondent response of 3.10, which is categorized as quite good with a final score percentage of 63.40%. The highest indicator is the statement "I feel motivated to regularly use this application to care for my pet's health" with an average of 3.16, while the lowest indicator is "I feel happy using this application because the design is attractive and pleasing to the eye" with an average of 3.04. These results indicate that users are more motivated by the functional benefits of the application than its visual design aspects.

Table 2
Assessment of Stimulation Variables

Indicator	STS	TS	N	S	SS	Rerata	%
I feel happy using this application because the design is attractive and to look at (S1)	8	29	23	34	8	3,04	63,40
I feel motivated to use this application regularly to care for my pet's health (S2)	2	34	25	27	14	3,16	

Interactive features such as animal vaccination reminders make me more interested in using this app.	4	30	28	31	9	3,10	
Average (S3)						3,10	

Source: Processed data

Perspicuity

The Perspicuity variable has three indicators, with an average respondent response of 3.09, which is considered quite good, with a final score of 63.20%. The highest indicator was "The application instructions are clear and easy to understand without needing additional assistance," with an average score of 3.14, while the lowest indicator was "I can easily find the animal health services I need within the application," with an average score of 3.05. These results indicate that users consider the application's user guide to be quite clear, although the navigation for finding services still needs improvement.

Table 3.
Perspicuity Variable Assessment

Indicator	STS	TS	N	S	SS	Rerata	%
I can easily find the animal health services I need within the app.	5	3	20	33	9	3,05	63,20
The application usage instructions are clear and easy to understand without the need for additional assistance.	6	30	22	31	13	3,14	
I had no trouble logging in to the app	9	31	18	30	14	3,08	
Average						3,09	

Source: Processed data

Efficiency

The Efficiency variable has three indicators, with an average respondent response of 2.97, falling into the "fair" category with a final score of 60.80%. The highest indicator was "This application runs smoothly without any glitches that hinder its use," with an average score of 3.05, while the lowest indicator was "I can quickly consult with a veterinarian online through this application." These results indicate that while the application's performance is considered quite stable, the speed of consultation services still needs improvement.

Table 4.
Efficiency Variable Assessment

Indicator	STS	TS	N	S	SS	Rerata	%
I can quickly have an online consultation with a veterinarian through this application.	12	31	28	17	14	2,90	60,80
The process of ordering services such as grooming can be done efficiently without confusing steps	6	35	29	19	13	2,98	

The application runs smoothly without experiencing any glitches that hinder its use	6	27	35	15	17	3,05	
Average						2,97	

Source: Processed data

Novelty

The Novelty variable has three indicators, with an average respondent response of 3.94, falling into the fairly satisfied category with a final score of 60.07%. The highest indicator was "Satwagia Mobile provides a new experience in caring for pets that I haven't found in other apps," with an average of 3.01, while the lowest indicator was "This app offers innovative animal health services compared to conventional methods," with an average of 2.81. These results indicate that the app provides a new experience for users, but the level of innovation compared to traditional methods still needs to be improved.

Table 5.
Novelty Variable Assessment

Indicator	STS	TS	N	S	SS	Rerata	%
This application offers innovative animal health services compared to conventional methods.	11	33	38	24	6	2,81	60,07
I found features like animal consultations personalized health service recommendations	10	24	37	18	13	3,00	
Satwagia Mobile provides a new experience in caring for pets that I have not found in other applications.	7	30	33	18	14	3,01	
Average						2,94	

Source: Processed data

Dependency

The dependency variable had an average score of 2.90 (fairly good). The highest indicator was the ability to flexibly schedule services (2.95), while the lowest was freedom to choose a veterinarian. These results indicate that the app is quite reliable, but the freedom to choose a veterinarian needs improvement

Table 6
Dependency Variable Assessment

Indicator	STS	TS	N	S	SS	Rerata	%
I can choose the veterinarian I want to consult with according to my needs	12	32	27	23	8	2,83	59,33
The app allows me to flexibly schedule my veterinary services	6	33	33	20	10	2,95	

I can use various payment methods available according to my preferences.	7	31	35	19	10	2,94	
Average						2,90	

Source: Processed data

Costumer Satisfaction

The Customer Satisfaction variable had an average score of 2.91 (quite satisfied). The highest indicator was satisfaction with ease of access to animal health services (2.98), while the lowest was satisfaction with ease of payment (2.84), indicating that although users were quite satisfied overall, the payment aspect still needs improvement.

Table 7.
Customer Satisfaction Variable Assessment

Indicator	STS	TS	N	S	SS	Rerata	%
I am satisfied with the ease of using the Satwagia Mobile application to access animal health services.	11	31	32	18	10	2,98	58,96
I am satisfied with the service provided by the veterinarian through the Satwagia Mobile application.	7	32	37	11	15	2,95	
I am satisfied with the ease of payment on the Satwagia Mobile application.	13	29	36	12	13	2,84	
The Satwagia Mobile application meets my expectations in providing reliable services for pet care.	8	32	36	15	11	2,89	
I am satisfied with the appearance of Satwagia Mobile	10	27	37	18	10	2,91	
Average						2,91	

Source: Processed data

Discussion

Based on the research results, the User Experience variable in the Satwagia Mobile application demonstrated quite good user acceptance. The Stimulation variable scored an average of 3.10 (63.40%), with the highest indicator indicating that users felt motivated to regularly use the application to care for their pets' health, while the lowest indicator related to the application's visual design. This suggests that the application's functional benefits and ability to encourage positive behavior are prioritized over purely aesthetic aspects. These findings align with research by Widiastari & Puspita (2024), which states that motivation to use digital applications is more influenced by usability and interactivity, as well as the application's ability to provide a satisfying user experience. In other words, user experience is determined more by perceived practical value than by the application's visual appeal.

The Perspicuity variable scored an average of 3.09 (63.20%), indicating that users considered the application's user guide to be clear and easy to understand, although

navigation for finding specific services still requires improvement. This is consistent with Hirmawan's (2025) findings, which emphasized the importance of usability in shaping positive user perceptions of the application. Meanwhile, the Efficiency variable, with an average of 2.97 (60.80%), indicates that the application runs quite smoothly, but the speed of the online consultation service still needs improvement to ensure users perceive the interaction process as more efficient and less confusing. This finding supports previous research by Venkatesh et al. (2012), which emphasized that the efficiency and technical performance of an application significantly determine the user experience in the context of digital services.

Regarding Novelty, the average response of 2.94 (60.07%) indicates that users experience novelty in using Satwagia Mobile, particularly in features not yet found in similar applications. However, the level of service innovation compared to conventional methods still needs to be improved to make the application more prominent and relevant to users. The Dependency variable, with an average of 2.90 (59.33%), indicates that the application is quite reliable, especially in terms of flexible scheduling of animal health services. However, freedom to choose a veterinarian still needs improvement to increase users' perceptions of control over the service, as revealed by Anastasia's (2025) research, which showed that the level of control and flexibility are important factors in user satisfaction with service applications.

Meanwhile, the Customer Satisfaction variable showed an average of 2.91 (58.96%), which is considered quite satisfied. The highest indicator related to ease of access to animal health services, while the lowest indicator related to ease of payment, indicating that although users are quite satisfied overall, aspects of digital transactions still require improvement. This aligns with Putri's (2025) findings, which stated that ease of access and the transaction process are crucial factors in determining user satisfaction. Overall, the research results indicate that the Satwagia Mobile user experience is adequate, but strengthening the functional, innovative, and ease of transactions aspects would further increase user satisfaction and loyalty, while also providing opportunities for developing a more competitive application that meets the needs of modern users.

CONCLUSION

Based on the research results, it can be concluded that the majority of Satwagia Mobile App users are young, highly educated individuals, have stable incomes, and come from economically active groups, especially entrepreneurs and private employees, with a predominance of men and the productive age group of 17–35 years. These characteristics indicate that users tend to be technologically literate, care about the welfare of pets, and prioritize ease and efficiency in using digital services. In terms of duration of use, most are in the medium active use stage (6 months–1 year), while 30% of loyal users have used the app for more than a year, providing an opportunity for Satwagia Mobile to strengthen retention through personalized programs and exclusive offers. User Experience analysis shows that the Stimulation variable has an average of 3.10, indicating that users are more motivated by the functional benefits of the app than by the visual design aspects, in line with previous research that emphasizes the importance of usability and interactivity in motivating app use. The Perspicuity variable obtained an average of 3.09, indicating that the usage guide is quite clear, although service navigation can still be improved, consistent with findings related to usability in shaping positive user perceptions. The Efficiency variable, with an

average of 2.97, indicates fairly smooth application performance, but the speed of online consultation services still needs improvement, supporting previous findings that the application's technical performance determines user experience. The Novelty and Dependency variables showed averages of 2.94 and 2.90, respectively, indicating that the application provides a new experience and is quite reliable in scheduling, but service innovation and freedom to choose a veterinarian still need to be improved. Finally, Customer Satisfaction averaged 2.91, indicating sufficient user satisfaction, especially regarding ease of service access, while ease of payment remains an aspect that needs improvement. Overall, the Satwagia Mobile user experience and satisfaction are adequate, but strengthening the functional, innovative, and ease of transactions aspects will increase satisfaction, loyalty, and competitiveness of the application in the digital pet services market.

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