Analysis of User Satisfaction Level on Halodoc Application in Jakarta

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Abstract

Halodoc is the number one health application in Indonesia in demand by the public. This study aims to determine the level of satisfaction of Halodoc users in Jakarta. The sample and population in this study were 105 Halodoc users domiciled in Jakarta using a purposive sampling method and data collection through distributing questionnaires conducted online via Google Forms. This study uses validity tests and reliability tests as instrument tests. This study uses four data analysis methods, namely descriptive analysis, t-test, mean test,and standard deviation test used to process data through SPSS 29 software. The results of this study indicate that there are three dimensions to determine the level of satisfaction of Halodoc users in Jakarta. The three dimensions are ease of use and satisfaction, system information arrangement, and system usefulness. The results of this study indicate that no statistically significant differences in opinion were observed about all dimensions. This research is expected to be used by companies as a basis for Halodoc user satisfaction surveys and to improve and provide user convenience.

Keyword: user satisfaction; Halodoc; ease of use and satisfaction; system information arrangement; system usefulness

1. Introduction

Information technology is the technology used to produce quality information, namely information that is relevant, accurate, and timely. The 2000s was the peak of rapid technological development, starting with information technology and telecommunications which became everyone's lifestyle. All activities are made easier with the various conveniences offered, ranging from communication, information, transactions, education, entertainment, and personal needs can be met with technological sophistication (Danuri, 2019).

This development impacts the life of society, nation, and state, every individual is interested in using and utilizing technological developments. Based on the data above, Indonesia is ranked fourth as a country with cellphone users in the world. The first position is led by China and followed by India, the third position is the United States. As many as 354 million active devices in Indonesia, there is an increase in the number of active cell phones in Indonesia and the cellphone market has the potential to continue to grow in the future (Saskia, 2023). Technological developments give rise to various types of activities and services, one of which is in facilitating access to healthcare facilities. Advances in supporting technologies such as hardware and computer software have encouraged the development of telemedicine systems for various types of applications according to Soegijoko in Izzati (2022).

According to Statista Global Consumer Survey, Indonesia is the third country with the largest distribution of health application users globally compared to other countries. Quoting from data.goodstats in Indonesia, health applications have been popular in various circles, in the post-pandemic period health application users are increasing rapidly. Halodoc is ranked first as a health application with a lot of public interest. Halodoc noted that many uses doubled during the Covid-19 pandemic, even after the pandemic, Halodoc still experienced an increase due to the many updates to the service facilities provided by Halodoc.

Based on data, many online medical service applications exist in Indonesia and are supported by the Indonesian Ministry of Health, a competitor of Halodoc is Alodokter. Halodoc and Alodokter are the two most popular digital health applications in Indonesia. Alodokter is a health application that was founded in 2011. Alodokter provides various health services such as online doctor consultations, health articles, and the health community. Halodoc was founded in 2016 and provides online doctor consultation services, as well as pharmacy, testing, and hospital services (Halodoc, 2023). However, so far Halodoc is far superior to alodokter because the features provided by Halodoc are more sophisticated and the medical services provided are also complete. Halodoc has a wide network of doctors, including doctors of various specialists so users have more choices that match the user's choice. In addition, Halodoc is also available

in various countries including Indonesia, Malaysia, Singapore, and Thailand while Alodokter is only available in Indonesia.

Although Halodoc application users have increased during the pandemic and post-pandemic, Halodoc has several shortcomings in providing customer service. There are many cases that have the same complaint, where the process of sending medicine to the hands of customers takes a long time. Concluding from the user reviews of the Halodoc application, it can be seen that the reviews of users on the Google Play Store Halodoc still need to be improved for the system and features contained in the application so that users become more comfortable in using Halodoc and get the best service from Halodoc.

2. Literature Review

2.1 Costumer satisfaction

According to Navalón et al. (2021) user satisfaction is defined as a key success factor for companies because, with the user's evaluation of the service or product, the customer feels satisfied and intends to buy again. On the other hand, there is another view that states that although system use is required, the level of satisfaction can affect the extent to which system use occurs and reflects the user's mental acceptance (Al-Okaily et al., 2021).

According to Hasibuan (2023), a high level of customer satisfaction and trust is needed to foster a high level of customer loyalty. Satisfaction includes the extent of the user experience resulting from the user to meet the needs and expectations of the user.

2.2 Customer Satisfaction Indicator

Yuliana & Purnama (2021) state in their research that there are three indicators of customer satisfaction, namely:

1. customer expectations, namely the conformity of customer expectations with the reality of the product provided
2. experience, namely purchasing activities that have been carried out by customers
3. needs, namely the match between needs and products is fulfilled and feels satisfaction using the product.

2.3 Dimensions of Customer Satisfaction

A user's satisfaction can be declared satisfied if the purpose or what the user needs can be easily accessed and also utilized. So to fulfill customer satisfaction, the company tries to show the quality of service expected by users.

Alanzi (2022) states that there are several dimensions that affect application usage satisfaction, as follows:

1. *Ease of Use and Satisfaction*
2. *System Information Arrangement*
3. *System Usefulness*

3. Material and Method

This study uses a quantitative method with the object of research of people living in Jakarta who have used the Halodoc application within the last 1 year. The sampling technique used in this study is non-probability sampling with purposive sampling method. Determining the sample size in this study refers to the prerequisites stated by Hair et al., (2021) have stated that the number of samples that can be used or the number of samples that can be taken at least 5-10 times the number of parameters to be used in the study. This study uses 20 parameters in the form of statement items in the questionnaire, so the minimum number of samples taken by researchers is 20 x 5 = 100 samples.

3.1 Design Study

The survey method carried out by researchers was online by filling out a questionnaire via google form, distributing the questionnaire using social media platforms ranging from Whatsapp, Instagram, Facebook, and Telegram. This research uses validity and reliability tests as instrument tests.

Focusing on various aspects of user satisfaction, as well as other influential factors. The questionnaire has two parts, which include five questions about participants' demographic information. The second part focuses on 20 statements that include three parts: ease of use satisfaction (eight statements), system information arrangement (six statements), and system usefulness (six statements).

3.2 Data Analysis

This study used four data analysis methods, namely descriptive analysis, t-test, mean test, standard deviation test used to process data through SPSS 29 software. Missing data was removed in order to avoid any bias in analyzing the results.

4. Result

Based on the data obtained through distributing questionnaires, there were 105 respondents who fit the criteria in this study, namely Halodoc application users.

Tabel 1. Participants' demographic information.

Demographic characteristics	N	Relative frequency
Gender		
Man	37	35,24%
Women	68	64,76%
Age		
18-29	72	68,57%
30-39	27	25,71%
40-49	5	4,76%
50-59	1	0,95%
Domicile		
Jakarta Selatan	32	30,48%
Jakarta Barat	11	10,48%
Jakarta Pusat	15	14,29%
Jakarta Timur	34	32,38%
Jakarta Utara	12	11,43%
Kepulauan Seribu	1	0,95%
Education		
High school	17	16,19%
Diploma	22	20,95%
Bachelor degree	63	60%
Master degree	3	2,86%
Status		
Student	68	64,76%
employed	37	35,24%

The data summarized the proper representation of all participant characteristics, including gender, age, domicile, education, and status. Focusing on gender characteristics, men are 35.24% and women are 64.76%. Results at the age of 18-29 years dominate with a frequency of 72 respondents or a percentage of 68.57%. Furthermore, followed by 30-39 years of age with a frequency of 27 respondents or a percentage of 25.71%. Regarding the characteristics of respondents (domicile) shows that East Jakarta dominates the most. The frequency results of 34 respondents or a percentage of 32.38% followed by the South Jakarta area with a frequency of 32 respondents or a percentage of 30.48%. Respondents' educational background is dominated by Bachelor degree as many as 63 respondents or a percentage of 60% and the least educational background is Master degree as many as 3 respondents or a

percentage of 2.86%. Respondents in this study were dominated by students with a frequency of 68 respondents or a percentage of 64.76%.

Tabel 2. Users perceptions of ease of use and satisfaction

No.	Items	Mean
1	Halodoc is very ease to use	3,9
2	Halodoc make it ease for me to learn the features in the apps	3,6
3	I likes the user interface (UI) of the Halodoc apps	3,5
4	Halodoc give intructions and information that is organized so that it makes things easier for user	3,6
5	I feel comfortable using this apps (user friendly)	3,6
6	I will use Halodoc again	3,8
7	Halodoc is a very flexible application that makes things easier for user	3,6
8	Overall, I'm satisfied using Halodoc	3,6
	Mean	3,6

In the ease of use and satisfaction dimension, the average result is 3.6, meaning that users agree or are satisfied with the Halodoc application. This is supported by the statement Halodoc is very easy to use, Halodoc makes it easy for me to learn the features of the application and I will use Halodoc again. Respondents considered the Halodoc application easy to use and by user expectations.

Tabel 3. Users perceptions of system information arrangement

No.	items	Mean
1	Every time the application experience a Bug, the apps recovers quickly	3,3
2	Halodoc provides health service features complete	3,6
3	Halodoc always provides notifications of my activities	3,6
4	Navigation in Halodoc is consistent when moving between screens	3,5
5	User interface halodoc is interesting/ not boring	3,6
6	The Halodoc has all features and services that meet my expectations	3,6
	Mean	3,5

In the dimension of system information arrangement, the average result is 3.5, meaning that users feel agreed or satisfied with the Halodoc application. This is supported by the statement Halodoc provides complete health service features, the user interface on Halodoc is attractive or not boring, and the Halodoc application has all the features and services that meet

user expectations. Respondents considered the Halodoc application to have complete features and were also comfortable with the user interface.

Tabel 4. Users perceptions of System usefulness

No.	items	Mean
1	Halodoc is useful in the field of e-health	4,1
2	Halodoc helped improve the speed of my access to health services	3,8
3	Halodoc always provides notifications of my activities	3,7
4	Halodoc makes it easy to interact with doctors	3,8
5	Halodoc provides comfort in providing health services to me	3,8
6	I will use Halodoc again as a health app	3,7
	Mean	3,8

In the dimension of system usefulness, the average result is 3.8, meaning that users feel agreed or satisfied with the Halodoc application. This is supported by the statement that Halodoc is useful in the e-health field, Halodoc makes it easy to interact with doctors, and Halodoc provides comfort in providing health services to users. Respondents considered the Halodoc application to have complete features and were also comfortable with the user interface.

Tabel 5. t-tests related to ease of use and satisfaction

		N	**Mean**	**Standard Deviation**	***df***	**T-Value**	**p-Value**
Gender	Man	37	31,2	6,57	104	46,789	<,001
	Women	68	28,5	5,76			
Age	18-29	72	30,8	5,57	104	45,223	<,001
	30-39	27	26,4	6,62			
	40-49	5	27,4	7,12			
Domicile	Jakarta Selatan	32	30,4	5,13	104	42,834	<,001
	Jakarta Barat	11	29,3	2,90			
	Jakarta Pusat	15	26,0	7,91			
	Jakarta Timur	34	29,7	5,95			
	Jakarta Utara	12	30,1	8,32			
Education	High school	17	32,3	3,80	104	43,279	<,001
	Diploma	22	29,0	5,21			

		N	Mean	Standard Deviation	*df*	T-Value	p-Value
	Bachelor degree	63	29,3	6,59			
	Master degree	3	20,0	4,58			
Status	Student	68	30,5	6,42	104	45,858	<,001
	Employed	37	27,6	5,26			

Based on the results on the dimensions of ease of use and satisfaction, it shows the standard deviation value based on the characteristics of the respondent group. The conclusion from the results of the characteristics group as a whole gives varied responses.

Tabel 6. t-tests related to system information arrangement

		N	*Mean*	*Standard Deviation*	*df*	*T-Value*	*p-Value*
Gender	Man	37	22,8	5,01	104	44,018	<,001
	Women	68	20,6	4,32			
Age	18-29	72	22,3	4,14	104	42,398	<,001
	30-39	27	18,5	5,12			
	40-49	5	22,2	4,32			
Domicile	Jakarta Selatan	32	22,4	3,61	104	38,148	<,001
	Jakarta Barat	11	21,0	2,96			
	Jakarta Pusat	15	18,6	6,40			
	Jakarta Timur	34	21,4	4,41			
	Jakarta Utara	12	22,3	6,02			
Education	High school	17	23,6	3,67	104	39,576	<,001
	Diploma	22	20,6	3,62			
	Bachelor degree	63	21,1	4,90			
	Master degree	3	18,0	9,00			
Status	Student	68	21,9	4,90	104	42,966	<,001
	Employed	37	20,3	4,10			

Based on the results on the dimensions of system information arrangement, it shows the standard deviation value based on the characteristics of the respondent group. The conclusion from the results of the characteristic group as a whole provides a varied response. gender group as a whole female gave varied responses, age 18-29 gave varied responses, domicile group as a whole showed East Jakarta gave varied responses, education Bachelor degree gave varied responses, student satisfaction levels gave varied responses.

Tabel 7. t-tests related to system usefulness

		N	*Mean*	*Standard Deviation*	*df*	*T-Value*	*p-Value*
Gender	Man	37	24,5	5,05	104	43,445	<,001
	Women	68	22,3	5,00			
Age	18-29	72	24,3	4,00	104	42,039	<,001
	30-39	27	19,4	6,32			
	40-49	5	25,2	3,11			
Domicile	Jakarta Selatan	32	24,1	4,17	104	38,290	<,001
	Jakarta Barat	11	23,2	3,60			
	Jakarta Pusat	15	19,6	6,03			
	Jakarta Timur	34	24,0	4,12			
	Jakarta Utara	12	21,3	7,5			
Education	High school	17	25,4	2,85	104	39,399	<,001
	Diploma	22	23,0	4,88			
	Bachelor degree	63	22,9	5,14			
	Master degree	3	14,0	6,92			
Status	Student	68	23,7	5,11	104	42,770	<,001
	Employed	37	21,9	4,94			

Based on the results on the dimensions of system usefulness, it shows the standard deviation value based on the characteristics of the respondent group. The conclusion from the results of the characteristic group as a whole provides a varied response. The data showed that all criteria had very high t-values with P-values below 0.001. Concluding that there was no statistically significant difference in perception between the different groups of participants.

5. Discussion

This study aims to analyze the level of satisfaction of Halodoc application users in Jakarta by considering the dimensions of ease of use and satisfaction, system information arrangement, and system usefulness. Our findings show that the ease of use of the Halodoc application greatly affects the level of user satisfaction. In addition, good information arrangement also has a positive impact on users' views regarding the usefulness of this application. High system usefulness was shown to be closely related to increased user satisfaction. The results of the study can conclude that the level of satisfaction with the Halodoc application is “satisfied” as rated by users based on the data. It is recommended that the developers of the Halodoc

application continue to increase ease of use and improve information organization to ensure information is presented clearly and structured. Thus, user satisfaction can be increased, which in turn will increase user loyalty to the Halodoc application.

6. Conclusion, Implication, and Recommendation

Based on research data on user satisfaction level on halodoc application in Jakarta it can be concluded that the level of satisfaction with the Halodoc application is “satisfied” assessed by users. Supported by the ease of application when used, ease of learning its features, and providing comfort when using the application (user friendly). This not only meets expectations and is efficient in use but can also increase productivity and overall user satisfaction. Supported by the existence of complete health service features and always providing the latest notifications on user activities the user interface on Halodoc is attractive / not boring. This makes the user experience more optimal so that they can access health services easily and efficiently, and remain motivated to monitor their health regularly.

Supported by the Halodoc application useful in the ehealth field, Halodoc provides convenience in interacting with doctors, and Halodoc provides convenience in providing health services to users. Halodoc is not just a health app, but also an innovative solution that integrates convenience, information, and usability in one comprehensive package. With features designed to facilitate communication in healthcare, Halodoc not only improves efficiency in medical consultations but also enriches the overall user experience. These innovations make Halodoc a leading solution in digital healthcare, enabling easier and more convenient access for every user who needs quality healthcare, and wherever they are.

Applying the findings in this study, the theoretical implications of this study indicate that ease of use and satisfaction, system information arrangement, system usefulness are closely related to each other in analyzing user satisfaction with the application. The three dimensions in this study can be an effective tool for assessing user satisfaction based on research already conducted by (Alanzi, 2022).

Despite the interesting findings identified in this study there are some limitations. Firstly, it was difficult to get respondents due to researchers' limitations in distributing questionnaires unevenly between regions therefore it is important for researchers to select a sample of respondents who represent a diversity of geographical areas. Second, researchers did not maximally utilize the social media platform as a dissemination medium, we recommend that you can expand the utilization of social media platforms as much as possible to get a more representative sample of respondents.

7. Referance

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