



The Effect Of Perceived Ease Of Use And Trust On Halodoc Customer Satisfaction In Semarang During Pandemic Covid-19

¹Mona Tiorina Manurung, ²Chusnul Zulaika, ³Ambar Dwi Erawati

^{1,2,3}Informatika Medis, Fakultas Keperawatan Bisnis dan Teknologi, Universitas Widya Husada Semarang, Jl. Subali Raya No 12, Krapyak, Kota Semarang, 50146, Indonesia

ARTICLE INFO

ABSTRACT

Keywords:

Perceived ease of use,
Trust,
Customer Satisfaction

This study is a quantitative study that aims to see the effect of perceived ease of use and trust on Halodoc customer satisfaction during the Covid-19 pandemic. The sampling technique in this study used a purposive sampling method with the criteria of respondents living in the city of Semarang and having used the Halodoc application at least 1 time. Methods of data collection using a questionnaire with a Likert Scale of 53 respondents. The data from this study were tested using multiple linear regression analysis through the SPSS 16.0 program. The results of this study indicate that perceived ease of use has a significant effect on customer satisfaction and the trust variable also has a significant effect on customer satisfaction. The value of R Square obtained is 0.589. This means that the variable of customer satisfaction is influenced by the perceived ease of use and trust of 58.9%. While the remaining 41.1% is influenced by other variables that are not used in this study.

E-mail:

mona.manurung@gmail.com

Copyright © 2022 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

The COVID-19 pandemic has impacted all aspects of human life, especially the health sector. With the social distancing policy, people are required to maintain a safe distance by staying at home to break the chain of the spread of the Covid 19 virus. This condition forces people to change their lifestyle and habits to be digital-based. Those who previously consulted doctors and bought medicines had to come directly to the Health Service Facility, now everything is done via an application. This is certainly an opportunity for technology companies in the health sector to develop their business. Various telemedicine applications are competing to provide the best facilities for the needs of the community during a pandemic. The role of Healtech became even more significant after the Ministry of Health collaborated with 11 telemedicine service platforms for virtual health consultations for Covid-19 patients undergoing self-isolation. One of the 11 telemedicine service platforms in Halodoc. The survey results of The Asian Parent site show that respondents who are mothers in Indonesia most often use the Halodoc health application, with a percentage of 36%. That percentage is the highest among other health apps (Dihni, 2021). In The Healthcare Technology Report (Setyowati, 2021) Halodoc is at the forefront of handling Covid 19 in Indonesia and is also the only representative of a health startup from Indonesia that is included in the list of the world's top 100 digital healthcare providers. Halodoc also notes that throughout 2020, its app downloads have doubled to 18 million monthly active users. The increase in transactions mainly came from a 2-fold increase in readership of health articles, a 3-fold increase in doctor's appointment services, and a 10-fold increase in doctor consultation services (Burhan, 2021). In consulting services with the chosen doctor, patients can communicate through several available options such as voice, video calls, or chat. With online consultations, Halodoc provides easy access for Covid-19 patients who must self-isolate at home (Ufairah, 2022). Halodoc continued to carry out various innovations during the Covid 10 pandemic, including establishing

vaccination points in 8 provinces, the first telehealth linking the results of the Covid-19 test with Care to Protect, operating a cooperation oxygen house, and initiating the Oxygen For Indonesia movement (Putra & Gunawan, 2021). Halodoc is also a pioneer in the Covid 19 Drive Thru Test service provider with more than 600 thousand users (Evandio, 2021). The various breakthroughs made by Halodoc are aimed at helping the community to get health services quickly during the pandemic and increasing the satisfaction of Halodoc application users. Research conducted by (Izzati & Firmanto, 2021) states that the variables that significantly affect the satisfaction of Halodoc application users are content and accuracy, while the format, perceived ease of use, and timeliness have no effect. The perceived ease of use variable does not have a significant effect on user satisfaction with the consideration that respondents are considered to have understood the use of technology. The same results are also shown in research conducted by (Trisnawati et al., 2019) where perceived ease of use does not significantly affect customer satisfaction. This is evident in the t-value value of perceived ease of use of 1.348 which is smaller than the t-table of 1.98525 with a significance value of $0.181 > 0.05$. However, in a study conducted by (Hermawan & Paramita, 2021) regarding the Factors Affecting the Sustainability of User Interest in Using the mHealth Application Through the customer Satisfaction Variable, the perceived ease of use variable has a positive and significant effect on the customer satisfaction variable. Perceived ease of use has also been shown to affect satisfaction, so the higher the perceived ease of use value, the higher the satisfaction felt by the user. Research conducted by (Suryani et al., 2021) regarding the satisfaction of using online transportation applications shows that trust does not affect customer satisfaction. This is because consumers often get negative information about unpleasant treatment in the form of crimes against customers. However, different results are shown by research conducted by (Latifah et al., 2020) on consumer satisfaction in e-commerce shopee which proves that trust has a significant effect on consumer satisfaction. The existence of a guarantee in transactions such as confirmation of receipt of goods before payment is transferred to the seller, star seller recommendations, and assessments from consumers are a means to foster trust. This is supported by research conducted by (Muflihadi & Rubiyanti, 2016) which proves that trust has a significant effect on consumer satisfaction. Consumers will feel satisfied if they already have a sense of trust in an application.

The differences in the results of the studies described above are the main background for this research which is expected to complement the existing differences in results by using specific technology applications in the health sector. Therefore, the purpose of this study is expected to be able to explain the effect of perceived ease of use and trust on customer satisfaction for the Halodoc application during the Covid-19 pandemic.

2. Methods

This study uses a quantitative approach with explanatory research methods that try to explain the causal relationship. The method of data collection was done by questionnaire with a closed question type. The variables analyzed in this study are Perceived ease of use (X1), Trust (X2), and Customer Satisfaction (Y). According to (Sugiyono, 2021) "Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions". The population in this study were users of the Halodoc application in Semarang. The sampling technique used was the purposive sampling method, namely the sampling was done to select subjects based on the specific criteria set by the researcher. The specific criteria in this study are respondents who live in the city of Semarang and have used the application at least 1 time. According to (Sugiyono, 2021) the appropriate sample size for the study is between 30 to 500. So the researcher took a sample of 53 respondents who had met the minimum size of the research sample. The data used in this study is primary data sourced from the distribution of questionnaires using a Likert scale.

This study aims to test the validity and reliability of the research instrument as a whole and then test and analyze the causal relationship between the independent variables and the dependent variable using multiple linear regression analysis and hypothesis testing using statistical testing tools, namely SPSS version 16.0 software

3. Results and Discussion

3.1 Characteristics of Respondents

This study aims to determine the effect of Perceived Ease of Use and trust on customer satisfaction with the Halodoc application in Semarang. Researchers collected data by distributing questionnaires to 53 respondents. The characteristics of the respondents in this study were gender, age, occupation, frequency of using the Halodoc application, and the frequently used Halodoc application features. To see more clearly the characteristics of the respondents can be seen in table 1:

Table 1.
Characteristics of Respondents

Variable	Classification	Respondents	Percentage (%)
Gender	Man	12	22.64
	Woman	41	77.36
	Total	53	100
Age (Years)	<26	19	35.85
	26 - 35	25	47.17
	36 - 45	6	11.32
	46 - 55	1	1.89
	>55	2	3.77
	Total	53	100
Occupation	Student/colleger	15	28.30
	Government- employees	2	3.77
	Private-employees	18	33.96
	Self-employed	6	11.32
	Others	12	22.64
	Total	53	100
Frequency of Using the Application	1 time	15	28.30
	2 times	7	13.21
	>2 times	31	58.49
	Total	53	100
Features used in the application	Chat with Doctor	20	37.74
	Chat with Doctor + Buy Medicine	16	30.19
	Buy Medicine	5	9.43
	COVID 19 Test / Vaccine	8	15.09
	Medical & Lab Services	2	3.77
	Make Hospital Appointment	2	3.77
	Total	53	100

Source: Data Processing Results, 2022

3.2 Validity Test

In this study, researchers will process the results of respondents' answers by taking into account the validity requirements, namely r value $\geq r$ table with a significance of 5% where the value of r table is 0.2706. Therefore, the results of the validity of each item must be greater than 0.2706. The method used is Product Moment Pearson Correlation on SPSS 16 program. Overall results per item show that if the r -value is greater than the r -table which is 0.2706, then all indicators are valid.

Table 2.
Validity Test

Variable	Indicator	r-value	r-table 5% (n=53)	Result
Perceived ease of use (X1)	X1.1	0.779	0.2706	Valid
	X1.3	0.778		
	X1.3	0.778		
	X1.4	0.818		
	X1.5	0.777		
Trust (X2)	X2.1	0.829	0.2706	Valid
	X2.3	0.870		
	X2.3	0.840		

Customer Satisfaction (Y)	X2.4	0.685	0.2706	Valid
	Y.1	0.851		
	Y.2	0.760		
	Y.3	0.747		

Source: Data Processing Results, 2022

3.3 Reliability Test

The table of reliability test results shows that Perceived Ease of Use has a Cronbach's Alpha of 0.843, Trust has a Cronbach's Alpha of 0.816, and Customer Satisfaction has a Cronbach's Alpha of 0.687 which has fulfilled the requirements, which is greater than 0.60, then these three variables are declared reliable.

Table 3.
Reliability Test

Variable	Cronbach's Alpha	Result
Perceived ease of use (X1)	0.843	Reliable
Trust (X2)	0.816	Reliable
Customer Satisfaction (Y)	0.687	Reliable

Source: Data Processing Results, 2022

3.4 Multiple Linear Regression Analysis

The results of multiple regression analysis were carried out using the SPSS 16 program and the results of the analysis and regression equations were obtained as follows:

Table 4.
Value of Multiple Linear Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.638	1.464		.436	.665
	Perceived ease of use	.243	.072	.351	3.369	.001
	Trust	.368	.072	.532	5.113	.000

a. Dependent Variable: Customer Satisfaction

Source: Data Processing Results, 2022

$$Y = 0.638 + 0.243X1 + 0.368X2 + e$$

Based on the regression equation above, it can be explained as follows:

- The value of constant (a) is 0.638. This means that if the perceived ease of use and trust is assumed to be zero (0), then customer satisfaction remains at 0.638.
- The regression coefficient value of 0.243 states that if the perceived ease of use has increased by 1 unit, then customer satisfaction will increase by 0.243.
- The regression coefficient value of 0.368 states that the trust has increased by 1 unit, then customer satisfaction will increase by 0.368.

3.5 Partial Test (T-Test)

The T-test aims to determine whether there is a partial effect given by the independent variable (X) on the dependent variable (Y). Based on Table 4 above, the partial influence of perceived ease of use and trust on customer satisfaction The Halodoc application are:

- Perceived Ease Of Use. It is known that t-value (3.369) > t-table (2.009) and Sig. (0.001) < 0.05. Then H0 is rejected and Ha is accepted. This means that perceived ease of use has a significant effect on customer satisfaction for the Halodoc application in Semarang.
- Trust. It is known that t-value (5.113) > t-table (2.009) and Sig. (0.000) < 0.05. Then H0 is rejected and Ha is accepted. This means that trust has a significant effect on customer satisfaction for the Halodoc application in Semarang.

3.6 Simultaneous Test (F Test)

This test is intended to find out how the independent variables consisting of the Perceived Ease Of Use and trust variables together affect the customer satisfaction of the Halodoc Application. Table 5 provides information that the calculated F-value (35.859) > F-table (3.18) with a significance level of 0.000. Where the value is less than 0.05. So it can be concluded that together the perceived ease of use and trust variables can measure customer satisfaction variables or it can be said that the model is fit.

Table 5.
Results of Simultaneous Test Analysis (F Test)

ANOVA ^b							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	92.384	2	46.192	35.859	.000 ^a	
	Residual	64.408	50	1.288			
Total		156.792	52				

a. Predictors: (Constant), Trust, Perceived ease of use

b. Dependent Variable: Customer Satisfaction

Source: Data Processing Results, 2022

3.7 Coefficient of Determination (R²)

Calculation of determination (R²) is used to determine the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the independent variable in explaining the variance of changes in the dependent variable. The results of the R and R² values are shown in table 6 below:

Table 6.
Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	.589	.573	1.135

a. Predictors: (Constant), Trust, Perceived ease of use

Source: Data Processing Results, 2022

Based on the table above, it can be seen that the correlation value (R) generated is 0.768. So it can be concluded that there is a strong relationship between the independent variable and the dependent variable. While the value of Adjusted R Square is 0.589. This shows that the perceived ease of use and trust variables as a whole has an effect of 58.9% on customer satisfaction, while the remaining 41.1% is influenced by other variables not examined in this study.

3.8 Discussion

a. The Effect of Perceived Ease Of Use on Customer Satisfaction

Perceived ease of use influences customer satisfaction for the Halodoc application in Semarang. In this study, several indicators assessed in the perceived ease of use variable are features in the application that are easy to understand, the steps for using the application are easy to learn, customers feel skilled in using the application in a short time, and flexible applications are used anytime and anywhere. This proves that the ease of using an application can increase customer satisfaction. This research is in line with research conducted by (Rizan et al., 2019). From the results of his research, it was found that perceived ease of use had a significant effect on customer satisfaction. Research conducted by (Mandasari & Giantari, 2017) on GO-JEK application users in Denpasar City also proves that perceived ease of use has a positive and significant effect on customer satisfaction. This means that the better the GO-JEK application technology provides the more convenience felt by its users, and the higher the satisfaction felt by its users.

b. The Effect of Trust on Customer Satisfaction

Based on the results of the study, the trust variable influences customer satisfaction with the Halodoc application in Semarang. This trust can be seen from the answers of respondents who believe that doctors who provide online consultations in the Halodoc application have a good reputation and reliable performance. Respondents also feel safe when transacting using the Halodoc Application. This means that someone's trust in the applications they use can increase their satisfaction. This research is in line with research conducted by (Juniwati, 2015). The results showed that trust has a significant effect on customer satisfaction. The results of this hypothesis test are also strengthened by research conducted (Meileny, 2020) which proves that trust has a positive and significant effect on customer satisfaction as indicated by a t-value of 5.469 > t-table value of 1.661 with significance level $0.000 < 0.05$.

4. Conclusion

Based on the results of the partial test, Perceived Ease Of Use has a positive and significant effect on customer satisfaction with the Halodoc application in Semarang, as evidenced by the t-value (3.369) > t-table (2.009). Likewise, trust has a positive and significant effect on customer satisfaction for the Halodoc application in Semarang as evidenced by the t-value (5.113) > t-table (2.009). Based on the simultaneous test, it can be concluded that together the perceived ease of use and trust variables affect the customer satisfaction of the Halodoc application in Semarang seen from the calculated F value (35.859) > F table (3.18). And these two independent variables contributed 58.9% to customer satisfaction. The distribution of the questionnaires in this study was only carried out on users of the Halodoc application in Semarang city, so it is recommended that further research can expand the range of questionnaires to several regions in Indonesia to get maximum results. Then, so that the results are more varied, can add other variables such as the intention to reuse technology applications in the health sector.

Reference

- Burhan, F. A. (2021). *Pengguna Halodoc Naik Dua Kali Lipat, Layanan Dokter Paling Diminati*. <https://katadata.co.id/yuliawati/digital/603cc92f0dd5d/pengguna-halodoc-naik-dua-kali-lipat-layanan-dokter-paling-diminati>
- Dihni, V. A. (2021). *Survei: Halodoc Jadi Aplikasi Kesehatan Paling Sering Digunakan Ibu di Indonesia*. <https://databoks.katadata.co.id/datapublish/2021/12/22/survei-halodoc-jadi-aplikasi-kesehatan-paling-sering-digunakan-ibu-di-indonesia>
- Evandio, A. (2021). *Jumlah Pengguna Halodoc Tembus 18 Juta pada 2020, Ini Rahasiannya*. <https://teknologi.bisnis.com/read/20210301/266/1362377/jumlah-pengguna-halodoc-tembus-18-juta-pada-2020-ini-rahasiannya>
- Hermawan, V. K., & Paramita, E. L. (2021). Faktor Yang Mempengaruhi Keberlanjutan Minat Pengguna Dalam Menggunakan Aplikasi Mhealth Melalui Variabel Satisfaction. *Jurnal Bisnis Dan Manajemen*, 8(1), 150-167. <https://doi.org/10.26905/jbm.v8i1.5652>
- Izzati, V. A., & Firmanto, Y. (2021). Analisis Kepuasan Pengguna Aplikasi Kesehatan Halodoc Melalui Model End User Computing Satisfaction Selama Masa Pandemi Covid-19. *Jurnal Ilmiah Mahasiswa FEB*, 9(2), 1-16. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7139/0>
- Juniwati, J. (2015). Pengaruh Perceived Ease of Use, Enjoyment dan Trust Terhadap Repurchase Intention dengan Customer Satisfaction Sebagai Intervening pada Belanja Online (Studi Pada Mahasiswa Universitas Tanjungpura Pontianak). *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 4(1), 140. <https://doi.org/10.26418/jebik.v4i1.11465>
- Latifah, N., Widayani, A., & Normawati, R. A. (2020). Pengaruh Perceived Usefulness Dan Trust Terhadap Kepuasan Konsumen Pada E- Commerce Shopee. *BISMA: Jurnal Bisnis Dan Manajemen*, 14(1), 82. <https://doi.org/10.19184/bisma.v14i1.13550>
- Mandasari, C. S., & Giantari, I. G. A. K. (2017). Pengaruh Perceived Usefulness, Perceived Ease of Use,

- Dan Kualitas Layanan Terhadap Kepuasan Untuk Membangun Loyalitas. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 10, 3637. <https://doi.org/10.24843/eeb.2017.v06.i10.p08>
- Meileny, F. dan T. I. W. (2020). Fitur Layanan Dan Kepercayaan Terhadap Tingkat Kepuasan Pelanggan Linkaja Di Indonesia. *Jurnal*, 4(2), 1-9.
- Muflihadi, I., & Rubiyanti, R. N. (2016). Pengaruh Perceived Usefulness , Perceived Ease of Use , Dan Trust Terhadap Kepuasan Konsumen (Studi Pada Gojek Bandung). *E-Proceeding of Management*, 3(2), 2026-2033.
- Putra, T., & Gunawan, A. (2021). *Halodoc, Atasi Pandemi di Garda Depan*. <https://www.cnbcindonesia.com/news/20211207110027-4-297228/halodoc-atasi-pandemi-di-garda-depan>
- Rizan, M., Haro, A., & Rahmadhina, B. (2019). Pengaruh Perceived Ease of Use Dan Service Quality Terhadap Customer Satisfaction Dengan Trust Sebagai Intervening (Studi Kasus Pada Pengguna Grab Di Wilayah Jakarta). *Jurnal Riset Manajemen Sains Indonesia (JRMSI) |*, 10(2), 2301-8313. <http://doi.org/10.21009/JRMSIhttp://journal.unj.ac.id/unj/index.php/jrmsi>
- Setyowati, D. (2021). *Halodoc Termasuk 100 Perusahaan Top Dunia, Sejajar Johnson & Johnson*. <https://katadata.co.id/desysetyowati/digital/61288ffb91827/halodoc-termasuk-100-perusahaan-top-dunia-sejajar-johnson-johnson>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Cetakan 3). CV Alfabeta.
- Suryani, D., Al, S., Fakultas, S., Dan Ilmu, E., Uin, S., & Riau, S. (2021). Pengaruh Perceived Ease Of Use, Perceived Usefulness Dan Trust Terhadap Kepuasan Pelanggan Gojek. *Indonesian Journal OfBusiness Economics and Management*, 1(2021), 11-19. <https://journal.irpi.or.id/index.php/ijbem>
- Trisnawati, E., Assegaff, S., & Rohaini, E. (2019). Pengaruh Perceived Ease Of Use , Perceive Usefulness , Service Quality , Perceived Value Terhadap Customer Saticfaction Pada Pengguna Grab (Studi Kasus Mahasiswa STIKOM DB Jambi). *Program Sistem Informasi*, 82-96. <http://ejournal.stikom-db.ac.id/index.php/jimsi/article/view/693/478>
- Ufairah, N. (2022). *"Halodoc" Solusi Layanan Kesehatan di Masa Pandemi Covid-19*. <https://www.kompasiana.com/nurufairah2218/62737c1eef62f613d9351ec2/halodoc-solusi-layanan-kesehatan-di-masa-pandemi-covid-19>