The Effect Of E-Service Quality And Perceived Value On Customer Satisfation On The Use Of The Halodoc Application In Medan City

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ARTICLEINFO	ABSTRACT
Keywords: E-Service Quality, Perceived Value, Customer Satisfaction, Halodoc	The purpose of this study was to determine the effect of e-service quality and perceived value on customer satisfaction when using the Halodoc application in the city of Medan. This research is a quantitative study with an associative approach and uses data collection methods using questionnaire survey instruments and non-probability sampling techniques. The sample of this research is 100 respondents who have used the Halodoc service application at least twice and are domiciled in the city of Medan. This study processes data and research results using SPSS software version 26. Based on the results of research that has been carried out, it shows that e service quality has a significant effect on customer satisfaction with a t value of 2,927 > t table 1,984, a perceived value has a significant effect on customer satisfaction with t value 8,489 >
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INTRODUCTION

Based on the Databoks 2022 report, internet users in 2022 will reach 4.95 billion. The increase in internet users makes companies continue to compete to innovate to make applications according to user needs (users). The situation of Covid-19 is also the background to changes in lifestyle among the community. According to the Ministry of Communication and Informatics (2021), the need for the internet has increased rapidly for study, work and online health consultant purposes.

Applications that are currently rife among the public are telemedicine-based health applications. According to the Ministry of Health (2020), there has been a spike in visitors to telemedicine applications and websites by up to 600%. One of the telemedicine-based applications is Halodoc. Based on the Databoks 2022 report, the most frequently used telemedicine-based health application in Indonesia is Halodoc.

The main advantage of digital health applications is electronic services (e-services) that can connect consumers (prospective patients) and producers (doctors) without meeting in person. Electronic services (e-service) use application media as a connecting medium between consumers (patients) and producers (doctors). As technology develops, the concept of electronic service quality is also called e-service quality. One application that implements electronic system services is the Halodoc application. Halodoc is a health application from a startup or industry that was founded by Jonathan Sudharta in 2016 through mhealth tech.

The presence of the Halodoc application in Indonesia is very helpful for users/consumers who want to make appointments with doctors, consult with doctors, buy medicines and medical or lab services. Especially with the current Covid-19 pandemic, the Halodoc application really helps users/consumers who want to maintain their health digitally. Currently, the Halodoc application ranks third most popular in the medical application category on Playstore, while the

number of downloads is 10 million users with a rating of 4.8. Halodoc has the highest rating compared to applications from other medical categories.

Even though Halodoc is superior to other digital health applications, users are still not satisfied using the Halodoc application. The lack of service quality provided by Halodoc will reduce the level of customer satisfaction in using the Halodoc application, this will affect perceived value and customer satisfaction.

LITERATURE REVIEW

Service quality

Quality is also referred to as the superior value of a product or service that aims to attract and retain consumers to become loyal customers (Farid Firmansyah, 2019). According to Kotler and Armstrong, service quality is a number of advantages and characteristics of a product or service that support its ability to directly or indirectly meet consumer needs (Indrasari, 2019). The dimensions of service quality consist of five namely; tangibles (direct facts), reliability (reliability), responsiveness (comprehension), assurance (guarantee), and empathy (empathy).

E-Service Quality

Electronic service quality has become a familiar topic because of the application indications that the application provides a service. Electronic services are applications that utilize information technology to facilitate information and provide services to users (Nyoman, 2022). Electronic service quality is a service provided by goods or service providers to customers through a website or application that supports an internet network connection to facilitate the sale and purchase of goods/services widely (Putri & Patrikha, 2021). According to Tjiptono, e-service quality consists of seven dimensions, namely efficiency, reliability, fulfillment, privacy, compensation, and responsiveness. The e-service quality indicators consist of four, namely efficiency, fulfillment,

Perceived Value

According to McDougall and Levesque, perceived value is the result or benefit received by the customer and is related to the total costs sacrificed such as pricing and other costs related to the purchasing process (Wijaya, 2019). Perceived value is defined as an overall assessment of what is received relative to the value given (Adriza, 2015). According to Seth (Ramadhan, 2018) states there are five types of values that can influence consumers' buying behavior, namely functional values, emotional values, social values, conditional values, and epistemic values. Perceived value indicators consist of three, namely economic value, social value and emotional value(Amir, 2021).

Customer Satisfaction

According to Kotler in a book cited in Marketing Management, customer satisfaction is their pleasure or disappointment that arises after comparing perceived performance below expectations and customer dissatisfaction. However, customers are very satisfied and happy when performance exceeds expectations; if performance does not match expectations, customers tend to be disappointed if their perceptions are below expectations. This satisfaction is the belief that consumers will feel after consuming the product (Indrasari, 2019). There are five factors that affect customer satisfaction, namely the quality of goods and services, service quality, emotional, price and cost. The three indicators that determine customer satisfaction are conformity of expectations, intention to revisit and willingness to recommend(Indrasari, 2019).

Previous Research

Nangasari and Putri (2020), this study aims to determine the effect of e-service quality and e-trust on customer satisfaction. Data analysis used is descriptive analysis and path analysis (Path Analysis).

Wibowo et al (2019), the research aims to determine the effect of e-service quality and perceived value on customer satisfaction. This research uses quantitative methods with multiple analysis techniques, and data analysis tools use SPSS software version 22 Ulum and Muchtar (2018). The research aims to determine the effect of e-service quality variables on e-customer satisfaction. The type of research used in this study is descriptive causal

Framework of thinking

In this study there are several variables that have been used as the basis for research theory. Variable X1 in this study is e-service quality (quality of electronic service), variable X2 is perceived value and variable Y is customer satisfaction. The researcher describes the frame of mind as follows:
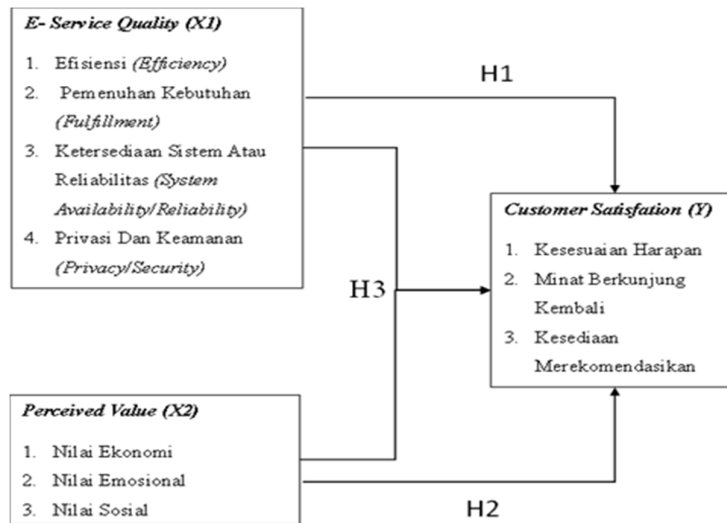

Figure 1 Thinking Framework

Based on the picture above, the hypothesis proposed in this study is as follows:
1. Ha1: E-service quality has an effect on customer satisfaction when using the Halodoc application in Medan.
2. H01: E-service quality has no effect on customer satisfaction when using the Halodoc application in Medan.
3. Ha2: Perceived value affects customer satisfaction in the use of the Halodoc application in the city of Medan
4. H02: Perceived value has no effect on customer satisfaction when using the Halodoc application in Medan.
5. Ha3: E-service quality and perceived value affect customer satisfaction when using the Halodoc application in Medan.
6. H03: E-service quality and perceived value have no effect on customer satisfaction when using the Halodoc application in Medan.

METHODS

The form of research used in this study is research quantitativewith an associative approach. The purpose of the research this is For prove the relationship between two or more variables by using data such as numbers as a medium to analyze the relationship between the variables you want to know. Sources of data in this study namelyprimary data. Collection method data using questionnaire survey instruments and nonprobability sampling techniques. The sample of this research is 100 respondents who have used the Halodoc application service at least twice and live in the city of Medan. In processing data and research results, this study used the SPSS version 26 application. The test instruments used in this study were validity and

reliability tests. The analysis technique used in this study is multiple linear regression analysis. The study also carried out classic assumption tests, namely the normality test, multicollinearity test, heteroscedasticity test, and hypothesis testing was carried out, using the T test and F test.

Testing the validity of statement items can be done by testing the validity and reliability tests. The results of the validity test in this study have a value of r table > r count, with a significance value of r table of 0.05 so that all items from this questionnaire statement are said to be valid.

The results of the classical assumption test show that the data is free from multicollinearity, free from heteroscedasticity, and the data is normally distributed. The results of the normality test have an asymp sig value in the Kolmogorov–Mirnov test of 0.200 > 0.05, so it can be concluded that the data is normally distributed. the tolerance value for the e-service quality variable and the perceived value is 0.727 which means greater than > 0.10 and the VIF value is 1.375 which means less than < 10.00. From these results it can be concluded that there are no symptoms of multicollinearity. The heteroscedasticity results show that the data points are also spread randomly so that there are no heteroscedasticity symptoms.

RESULTS AND DISCUSSION

Demographic characteristics in this study consisted of gender, age, occupation, and domicile. The identity of the respondents obtained by the researcher is as follows.

Table 1 Demographic Characteristics

Demographic Characteristics	Frequency (f)
Gender	
Man	36
Woman	64
Age	
17 - 21 Years	23
22 – 25 Years	50
25 - 28 Years	21
29 - 32 Years	3
>32 Years	3
Work	
Student	55
Employee	28
Self-employed	9
civil servant	7
Other	1
Income	
< Rp. 500,000	24
Rp. 500,000 – Rp. 1,000,000	19
Rp. 1,000,000 – Rp. 2,000,000	26
Rp. 2,000,000 – Rp. 3,000,000	24
> Rp. 3,000,000	7
domicile	
Medan Amplas	5
Medan Area	6
Medan Baru	5
Medan Belawan	5
Medan Deli	5
Medan Denai	5
Medan Helvetia	5
Medan Johor	5

Medan Kota	5
Medan Labuhan	5
Medan Maimun	5
Medan Marelan	5
Medan Perjuangan	5
Medan Petisah	6
Medan Polonia	5
Medan Sunggal	6
Medan Selayang	5
Medan Tembung	6
Medan Timur	6

Multiple Linear Regression Analysis

This multiple linear regression analysis aims to examine the effect of the independent variables, namely, e-service quality (X1), perceived value (X2) and customer satisfaction (Y). The results of the multiple linear regression analysis test in this study will be presented as follows.

Table 2 Multiple Linear Regression Test

Coefficientsa

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	7,366	1831		4,022	.000
E-Services Quality (X1)	.120	041	.220	2,927	.004
Perceived Value (X2)	.425	.050	.638	8,489	.000

a. Dependent Variable: Customer Satisfaction (Y)

Based on the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as:

Y = 7.366 + 0.120 X1 + 0.425 X2

The regression equation can be concluded;

1. The constant coefficient value is 7.366. This means that the independent variables e-service quality (X1) and perceived value (X2) are zero, so the value of customer satisfaction remains at 7.366
2. The regression coefficient value of e-service quality (X1) is 0.120, which means that every increase in the e-service quality variable (X1), it will increase customer satisfaction (Y) by 0.120.
3. The regression coefficient value of the perceived value (X2) is 0.425, which means that each increase in the perceived value variable (X2) will increase customer satisfaction (Y) by 0.425.

Partial Significance Test (T Test)

1. Partial significance test (T test) shows that the significance value of the e-service quality variable (X1) on customer satisfaction
(Y) is a calculated t value of 2.927 where the calculated t value is greater than r table, namely 1.984 (2.927 > 1.984) with a significance value less than 0.05 (0.004 <0.05) and a positive regression coefficient of 0.120. This shows that the variable e-service quality (X1) has a significant effect on customer satisfaction (Y). In these results Ha1 is accepted.
2. The partial significance test (T test) shows that the significance value of the perceived value variable (X2) to customer satisfaction (Y) is a t count of 8.489 where the t count is greater than t table, namely 1.984 (8.489) > 1.984) with a significance value less than 0.05

(0.000 <0.05) and a positive regression coefficient of 0.425. This shows that the variable perceived value (X2) has a significant effect on customer satisfaction (Y). In these results Ha2 is accepted.

Simultaneous Test (Test F)

Simultaneous test (f test) in this study will be presented in the table below.

Table 3 Simultaneous Test (Test F)

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	415,223	2	207,611	73,290	.000b
residual	274,777	97	2,833		
Total	690,000	99			

a. Dependent Variable: Customer Satisfaction (Y)
b. Predictors: (Constant), Perceived Value (X2), E-Service Quality (X1)

Based on the results of data management, the calculated f is 73.290, which means that the calculated f value is greater than the f table value, namely 73.290 > 3.090 and based on the sig value. ie 0.000 > 0.05. These results prove that the independent variables e-service quality (X1) and perceived value (X2) have a simultaneous effect on the dependent variable customer satisfaction (Y).

R2 Test (Coefficient of Determination)

Based on the test results of the coefficient of determination in the table, the r value is 0.776 and the adjusted R-square value is 0.602 (60.2%). This means that the ability of the independent variables in the study to influence the dependent variable is 60.2%, while the remaining 39.8% is explained by research other than the independent variables in the study.

CONCLUSION

E-service quality(X1) has a positive and significant effect on customer satisfaction (Y). This proves that the e-service quality variable has a significant effect on customer satisfaction when using the Halodoc application in the city of Medan. The most influential indicator in this study is efficiency (convenience).

Perceived value(X2) has a positive and significant effect on customer satisfaction (Y). This proves that the perceived value variable has a significant effect on customer satisfaction when using the Halodoc application in the city of Medan. The most influential indicator in this study is the economic value.

E-service quality(X1) and perceived value (X2) together have a positive effect on customer satisfaction (Y) on the use of the Halodoc application in the city of Medan. The results of the correlation coefficient value show that the relationship between e-service quality and perceived value on customer satisfaction is quite strong. The coefficient of determination above shows that the variable e-service quality and perceived value can explain the variable customer satisfaction.

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