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Analysis of factors influencing intention to reuse telemedicine applications after the covid-19 pandemic

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ABSTRACT

Telemedicine applications in Indonesia have developed rapidly since the COVID-19 pandemic. Telemedicine itself is considered an alternative solution for equal distribution of health services in Indonesia which will continue to grow even after the COVID-19 pandemic is over. However, the use of telemedicine applications is not free from several challenges. Some community groups do not trust the security of patient data and the privacy rights of telemedicine application users. Other community groups also doubt the certification of doctors who provide health consultations or the effectiveness of online examinations. This research wants to find out whether ease of use of the application, trust, and customer satisfaction have a significant effect on the intention to reuse the telemedicine application in the long term. This research uses a descriptive quantitative. The population in this study were users of telemedicine applications in Indonesia. The sampling technique uses a purposive sampling method, namely sampling is carried out by selecting subjects based on specific criteria, namely respondents who have used the telemedicine application at least once and are over 17 years old. The data collection technique used a questionnaire distributed via Googleform to 229 respondents. Data analysis used multiple linear regression analysis and hypothesis testing with SPSS 16 software. The results of this research showed that perceived ease of use, trust, and customer satisfaction had a significant effect on the intention to reuse. The intention to reuse variable is influenced by perceived ease of use, trust, and customer satisfaction by 47.2%.

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1. INTRODUCTION

Telemedicine applications in Indonesia have developed rapidly since the COVID-19 pandemic. According to (Lubis, 2021), in Indonesia, there is a telemedicine application called Telemedicine Indonesia (TEMENIN) developed by the Ministry of Health in 2012, still in 2017, its use stopped due to a lack of understanding of the urgency of using telemedicine. Then in 2020, the Minister of Communication and Information, Johnny G.

Plate, said that there was a 600% increase in visits to the telemedicine application which was established during the pandemic (Dea, 2020). Telemedicine users in Indonesia also show an increase from only having two million users in 2019 to twenty million users in 2020 (Araminta & Sophianingrum, 2023). Based on the Katadata Insight Center survey in 2022, there were 44.1% of new users of telemedicine services. From the results of a study completed by 2,108 respondents aged over 16 years, several reasons why users decided to use the telemedicine application were revealed, namely saving time by 54.9%, preventing transmission of COVID by 54.6%, can be used at any time by 48.7%, saving transportation costs by 41.4%, help in emergencies by 35.5%, costs are cheaper than conventional health care facilities by 28.7%, medicine is delivered to your home by 20.3%, recommended by people closest to you by 17.5%, data confidentiality is guaranteed by 15.3%, and can be linked to insurance by 6.9%. According to the survey results, it was also revealed that telemedicine services are mostly used by men, millennials with middle socio-economic status, and those living in the Java region (Setyowati, 2022). In research conducted by (Sari & Wirman, 2021) it was revealed that the main reason one of the respondents used an online health consultation site was to avoid going to the hospital, where the respondent assumed that the hospital was a place where the Coronavirus was often found. Telemedicine is defined as the practice of using technology to provide health services over long distances between service providers and consumers (Yulaikah & Artanti, 2022). The advantages of using telemedicine, apart from being a solution for patients to receive treatment in the midst of the COVID-19 outbreak, are that it is cheap, easy to access, and provides comfort for patients. Meanwhile, medical personnel can make services effective and efficient both in monitoring, evaluating, and educating (Lubis, 2021). Another benefit felt by health workers is that telemedicine increases patient access to health services and saves patients' travel time to health service facilities (Andriani & Nisaa, 2024).

The government supports the development of telemedicine applications by collaborating with 11 telemedicine applications to provide free services to COVID-19 patients with mild symptoms who are undergoing self-isolation. The eleven Telemedicine applications are Alodokter, Good Doctor, Halodoc, Klik Dokter, KlikGo, Link Sehat, ProSehat, SehatQ, YesDok, Getwell, and Milvik Dokter (Persada, 2021). Research results (Siboro et al., 2021) reveal that in terms of frequency of use, 68% of respondents agreed that they used telemedicine services more often during the COVID-19 pandemic. This condition is supported by the many types of telemedicine platforms available, including health facilities such as community health centers and hospitals which are starting to develop their telemedicine. According to the Katadata Insight Center (KIC) survey in 2022, there are several telemedicine applications and health facilities that are most frequently used by the public, namely Halodoc at 45.6%, Hospital telemedicine 41.8%, Alodokter 35.7%, KlikDokter 15.5%, Isoman Kemkes 10.2% , Good Doctor 5.4%, LinkSehat 4.4%, and Lekasehat 2% (Annur, 2022). There are many features contained in the telemedicine application apart from providing online consultations on health problems, namely providing health information and education, information about rapid tests, ease of purchasing medicines, as well as making appointments and referrals to health facilities or hospitals. All parties agree that data protection and patient privacy must be protected, but there is no system in a telemedicine application that can 100% protect patient data and privacy. One of the developments in telemedicine application features to address the issue of data protection and patient privacy in the future is to provide service authentication for patients, doctors, and telemedicine application servers. This authentication is password-based which regulates system security protocols using user passwords (Nurfikri & Roselina, 2022).

After the COVID-19 pandemic, it is hoped that telemedicine applications will continue to develop and become a solution for equalizing access to health services, increasing the capacity of health workers, and reducing waiting times to receive services

at health service facilities (Prasetya, 2023). In Indonesia, telemedicine applications are projected to continue to develop in remote areas where access to health services is difficult and the distribution of health workers is unequal (Nurfikri & Roselina, 2022). This is in line with WHO's statement which states that there are four things that underlie the existence of Telemedicine, namely: (1) aims to support clinical care, (2) be a solution to distance and geographic problems in health services, (3) innovation using information technology new, and (4) improve the quality of life and public health. Telemedicine also has the potential to overcome various health service problems and revolutionize the health of Indonesian people (Litbangkes Baturaja, 2022). As the number of telemedicine applications that have various features grows, more and more users are experiencing the benefits of these telemedicine applications. This is proven by research conducted by (Manurung et al., 2022) regarding the level of satisfaction of Halodoc application users in terms of ease of use such as features that are easy to understand and the level of trust in the reliability of the performance of doctors providing consultations. These two variables contributed 58.9% to Halodoc customer satisfaction in the city of Semarang. High consumer satisfaction can be a reason consumers want to make repeat purchases (Rendy Irwanto & Tjipto Subroto, 2022). Research conducted by (I. M. Salsabila & Sari, 2022) has tested 12 factors related to the desire to reuse telemedicine (teleconsultation) services during the COVID-19 pandemic. Of all these factors, it turns out that only 4 have been proven to have a significant influence, namely Social Influence, Perceived Usefulness, Trust in the Provider, and Trust in Provider. The various benefits felt after using the application and various supporting factors such as satisfaction and trust are expected to make someone use the application again. Intention to reuse is an interest in purchasing that is based on purchasing experiences that have been made in the past. There are three indicators used to measure reuse interest, namely: (1) Desire to reuse a product; (2) Plans to use the product in the future; (3) The need to use the product (Riffari et al., 2023). Meanwhile, according to (Mujiasih & Wiwoho, 2020), there are limitations to intention to reuse, namely: Intend to use (intend to use), Increase usage (intention to increase use), and Motivate other users (motivate other users). One of the dimensions of intention to reuse is Loyalty to the company, which is a condition where customers continue to make repeat purchases and do not switch even though they are influenced by competitors and always provide references to other people to use them (Alkent & Tanamal, 2019).

However, the use of telemedicine applications cannot be separated from several challenges, such as problems with the internet and information technology devices, difficulties in using the features in the telemedicine application when used by people who are unfamiliar with technology, and trust in the security of the online system. Some community groups do not trust the security of patient data and the privacy rights of telemedicine application users. Other community groups also doubt the certification of doctors who provide health consultations or the effectiveness of online examinations. Telemedicine itself is considered an alternative solution for equal distribution of health services in Indonesia which will continue to develop even after the COVID-19 pandemic is over. From the above background, the aim of this research is to find out whether ease of use of the application, trust, and customer satisfaction has a significant effect on the intention to reuse the telemedicine application in the long term.

2. RESEARCH METHOD

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 conclusions drawn." The population in this study were users of telemedicine applications in Indonesia. The sampling technique uses a purposive sampling method, namely sampling which is carried out by selecting subjects

based on specific criteria set by the researcher. The specific criteria in this study are respondents who have used telemedicine applications such as Alodokter, Good Doctor, Halodoc, Klik Dokter, KlikGo, Link Sehat, ProSehat, SehatQ, YesDok, Getwell, and Milvik Dokter at least once, domiciled in Indonesia, and aged over 17 years old. According to (Sugiyono, 2021) the appropriate sample size for research is between 30 and 500. So the sample used in this research is 229 respondents, which has met the minimum research sample size. The data used in this research is primary data sourced from distributing questionnaires using Google Forms. Questionnaires were distributed throughout May 2024. The instrument used a Likert scale with the categories strongly disagree, disagree, neutral, agree, and strongly agree.

This research uses a descriptive quantitative approach with an explanatory research method that tries to explain cause and effect relationships. The variables analyzed in this research are Perceived ease of use (X1), Trust (X2), Customer Satisfaction (X3), and intention to reuse (Y).

This research aims to test the validity and reliability of the research instrument as a whole, then test and analyze the causal relationship between the independent variable 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 DISCUSSIONS

3.1 Respondent Characteristics

Table 1. Characteristics of Respondents

Variables	Classification	Respondents	Percentage (%)
Gender	Man	61	26.64
	Woman	168	73.36
	Total	229	100
Age (Years)	<26	75	32.75
	26 - 35	115	50.22
	36 - 45	30	13.10
	46 - 55	6	2.62
	>55	3	1.31
	Total	229	100
Education	Senior High School	68	29.69
	Diploma	24	10.48
	Bachelor	100	43.67
	Postgraduate	37	16.16
	Total	229	100
Income	<2.000.000	58	25.33
	2.000.000 - 4.000.000	78	34.06
	4.000.001 - 6.000.000	39	17.03
	6.000.001 - 8.000.000	16	6.99
	>8.000.000	38	16.59
	Total	229	100
Frequency of Using Telemedicine Applications	1 time	73	31.88
	2 times	28	12.23
	>2 times	128	55.90
	Total	229	100
Telemedicine Applications Used	Alodokter	51	22.27
	Good Doctor	6	2.62
	Halodoc	143	62.45
	KlikDokter	12	5.24
	KlikGo	1	0.44
	Link Sehat	5	2.18
	Pro Sehat	2	0.87
	SehatQ	9	3.93
	Total	229	100

Source: Data Processing Results, 2024

Data that was collected through questionnaires and filled in by 229 respondents using the Telemedicine application spread throughout Indonesia provided the following conclusions:

This research is dominated by female telemedicine application users with a percentage of 73.36% of the total 229 respondents. This research is dominated by telemedicine application users aged 26 – 35 years with a percentage of 50.22%. Followed by respondents aged <26 years at 32.75% and 36 – 45 years at 30%. These three age ranges are included in the productive age. This research is dominated by telemedicine application users who have a Bachelor's educational background with a percentage of 43.67% of the total 229 respondents. This research is dominated by telemedicine application users who have a monthly income range of 2,000,000 - 4,000,000 with a percentage of 34.06% of the total 229 respondents. This research is dominated by telemedicine application users who have used the application > 2 times with a percentage of 55.90% of the total 229 respondents. From the research results, the most widely used telemedicine application is Halodoc with a percentage of 62.45% of the total 229 respondents, followed by Alodocter at 22.27% and KlikDokter at 5.24%.

a. Validity Test

Table 2. Validity Test

Variables	Indicator	r-value	r-table 5% (n=229)	Conclusion
Perceived ease of use (X1)	X1.1	0.815	0.13	Valid
	X1.3	0.846		
	X1.3	0.770		
	X1.4	0.858		
	X1.5	0.782		
Trust (X2)	X2.1	0.877	0.13	Valid
	X2.3	0.897		
	X2.3	0.840		
	X2.4	0.713		
Customer Satisfaction (X3)	X3.1	0.900	0.13	Valid
	X3.2	0.851		
	X3.3	0.864		
Intention to Reuse (Y)	Y.1	0.898	0.13	Valid
	Y.2	0.924		
	Y.3	0.857		

Source: Data Processing Results, 2024

Table 2 shows that all indicators used in this research are declared valid. This is proven by the calculated r-value ≥ r table with a significance of 5% where the r table value is 0.13.

b. Reliability Test

Table 3. Reliability Test

Variables	Cronbach's Alpha	Conclusion
Perceived ease of use (X1)	0.871	Reliable
Trust (X2)	0.854	Reliable
Customer Satisfaction (X3)	0.839	Reliable
Intention to Reuse (Y)	0.873	Reliable

Source: Data Processing Results, 2024

Based on the results listed in Table 3, it can be proven that all variables are declared to be reliable, because Perceived Ease of Use has a Cronbach's Alpha of 0.871, Trust has a Cronbach's Alpha of 0.854, Customer Satisfaction has a Cronbach's Alpha of 0.839, and Intention to Reuse has a Cronbach's Alpha amounting to 0.873 which meets the requirements, namely greater than 0.60.

3.2 Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Coefficient Values

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.107	.863		.124	.901
	Perceived ease of use	.106	.051	.137	2.059	.041
	Trust	.226	.072	.249	3.124	.002
	Customer Satisfaction	.432	.105	.371	4.103	.000

a. Dependent Variable: Intention to Reuse

Source: Data Processing Results, 2024

Based on the results of Table 4 and the multiple linear regression analysis formula used, a multiple linear regression model and its interpretation are obtained as follows:

$$Y= 0.107 + 0.106X1 + 0.226X2 + 0.432X3 + e$$

A constant value of 0.107 indicates that the intention to reuse has not been influenced by other variables, namely ease of use, trust, and customer satisfaction. If variable X does not exist, then the value of the reuse intention variable will not change. b1, which is the regression coefficient value X1(0.106), explains that the ease of use variable has a positive influence on the intention to reuse. Every one point increase in the ease of use variable will influence the intention to reuse by 0.106. b2, which is the regression coefficient value X2 (0.226), explains that the trust variable has a positive influence on the intention to reuse. Every one point increase in the trust variable will influence the intention to reuse by 0.226. b3, which is the regression coefficient value X3 (0.432), explains that the customer satisfaction variable has a positive influence on the intention to reuse. Every one point increase in the customer satisfaction variable will influence the intention to reuse by 0.432. Based on the equations and interpretations above, it can be concluded that ease of use, trust, and customer satisfaction have a positive influence on the intention to reuse. When all of the X variables increase, the intention to reuse also increases.

3.3 Coefficient of Determination (R2)

Table 5. Coefficient of Determination Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687a	.472	.465	1.80512

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

Source: Data Processing Results, 2024

Based on Table 5, it can be seen that the resulting correlation value (R) is 0.687. So it can be concluded that there is a strong relationship between the independent variable and the dependent variable. Meanwhile, the R Square (R2) value is 0.472. This shows that the variables Perceived Ease of Use, trust, and overall customer satisfaction have an influence of 47.2% on intention to reuse, while the remaining 52.8% is influenced by other variables not examined in this research.

3.4 Hypothesis Test

a. Simultaneous Test (F-Test)

Table 6. Results of Simultaneous Test Analysis (F Test)

ANOVAb						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	656.569	3	218.856	67.166	.000a
	Residual	733.151	225	3.258		
	Total	1389.721	228			

a. Predictors: (Constant), Customer Satisfaction, Perceived ease of use, Trust
b. Dependent Variable: Intention to Reuse

Source: Data Processing Results, 2024

Calculation of F table = F (k ; n - k) = F (k ; 229 - 2) = F (3 ; 227) = 2,644

This test is intended to find out how the independent variables consisting of the Perceived Ease of Use, trust, and customer satisfaction variables together influence the intention to reuse the telemedicine application. Table 6 provides information that the calculated F value (67.166) > F table (2.644) with a significance level of 0.000. Where this value is smaller than 0.05. So it can be concluded that together the variables Perceived Ease of Use, trust, and customer satisfaction are able to measure the variable intention to reuse or can be said to have met the requirements of the model accuracy test.

b. Partial Test (T-Test)

Table 7. Results of Partial Test Analysis (T-Test)

Model	T-value	T-table	Sig.	Conclusion
Perceived ease of use (X1)	2.059	1.9706	0.041	Significant
Trust (X2)	3.124	1.9706	0.002	Significant
Customer Satisfaction (X3)	4.103	1.9706	0.000	Significant

Source: Data Processing Results, 2024

Calculation of T table = t (a/2 ; n-k-1) = t (0.05/2 ; 229-3-1) = t (0.025 ; 225) = 1.9706

Perceived Ease Of Use Has A Significant Effect On Intention To Reuse

The Ease Of Use variable (X1) has a calculated t-value of 2.059. This value proves that the calculated t-value > t-table is 2.059> 1.9706 and Sig. 0.041 < 0.05, so it can be concluded that H1 in this study is accepted. This means that the Ease of Use variable (X1) has a significant influence on the intention to reuse variable (Y). In this research, the indicators assessed in the perceived ease of use variable are that the features in the application are clear and easy to understand, the application is easy to use, the steps for using the application are easy to learn, customers feel skilled in using the application in a short time, and the application is flexible to use whenever anywhere and everywhere. Users who find it easy to use the Telemedicine application will continue to use the Telemedicine Application as a means of teleconsultation with doctors after the COVID-19 pandemic. This research is in line with research conducted by (Pradana & Sanaji, 2018) which proves that there is a relationship between convenience and repurchase intention. These results show that consumers feel at ease when using the Uber Motor application online, so their intention to repurchase Uber Motor will be higher. Other research that supports the significant influence of ease of use on the intention to reuse was conducted by (Sridayanti Banjarnahor et al., 2023). These results show that the ease of use of the Ferizy application has a positive and significant effect on service reuse at PT ASDP Indonesia Ferry. In this case, it can be seen that the Ferizy application makes it easier for passengers who are more interested in ordering tickets online when they want to make crossings between provinces. This is what makes passengers reuse them.

3.5 Trust Has A Significant Effect On Intention To Reuse

The Trust variable (X2) has a calculated t-value of 3.124. This value proves that the calculated t-value > t-table is 3.124> 1.9706 and Sig. 0.002 < 0.05, so it can be concluded that H2 in this study is accepted. This means that the Trust variable (X2) has a significant influence on the intention to reuse variable (Y). This proves that increasing trust in an application can increase the use of Telemedicine Applications after the COVID-19 pandemic. This trust is a reflection of respondents' answers who believe that doctors who provide online consultations in the telemedicine application they use have a good reputation, respondents also believe in the reliability of doctors who provide online consultations in the telemedicine application, and respondents believe that the telemedicine application they use is safe to use when transactions and can guarantee the confidentiality of personal information. These results are in line with research conducted by (Mahendra, 2022) which examined the influence of customer trust in the Gojek application on repurchase intentions. The results of the hypothesis test prove that the calculated t value > t table is 2.038> 1.658 and Sig. 0.044 < 0.05, which means that E-Customer Trust has a significant effect on consumer Repurchase Intention. However, these results conflict with research conducted by (Naufaldi & Tjokrosaputro, 2020) where Trust has a p-value of 0.884 (not significant) and a β value of 0.015 (positive), meaning that Trust is a positive but not significant predictor for Intention to Use

3.6 Customer Satisfaction Has A Significant Effect On Intention To Reuse

Customer Satisfaction (X3) has a calculated t-value of 4.103. This value proves that the calculated t-value > t-table is 4.103> 1.9706 and Sig. 0.000 < 0.05, so it can be concluded that H3 in this study is accepted. This means that the Customer Satisfaction variable (X3) has a significant influence on the intention to reuse variable (Y). Increasing customer satisfaction with the Telemedicine application can make these customers recommend other people to use the telemedicine application as a means of online treatment after the COVID-19 pandemic. Indicators of customer satisfaction assessed in this research are satisfaction with expectations from using the telemedicine application according to needs, satisfaction with the quality of service and prices stated in the application, as well as satisfaction with the benefits obtained when seeking treatment via the telemedicine application. These results are in line with research conducted by (C. Salsabila et al., 2022) which analyzed the significance of the influence of customer satisfaction on interest in repurchasing Somethinc skincare products. This research uses data from 300 respondents spread throughout Indonesia. Respondents expressed feelings of satisfaction with product quality, price, service quality, emotions, and convenience of Somethingnc products which made them want to make repeat purchases. However, on the other hand, the results obtained in this research are not in line with research conducted by (Lestari & Hamid, 2020) which researched the Analysis of Customer Trust and Satisfaction Levels on Intention to Reuse Online Transportation Services in the Covid-19 Pandemic Era. This researcher found that the test results on the customer satisfaction variable had a positive but insignificant effect on the intention to reuse variable. This proves that customer satisfaction will not have an impact on increasing intentions to reuse online transportation services.

4. CONCLUSION

Based on the results of this research, the majority of telemedicine application users are in the age range of 26 – 35 years are a technology-responsive generation with a bachelor's degree level of education, and have a monthly income of around 2,000,000 – 4,000,000. This proves that Telemedicine is a health service option that is easy to apply and can be reached by people in middle economic conditions.

To maximize the use of telemedicine applications after COVID-19, telemedicine application providers can improve their services by increasing the quantity and quality of

doctors who provide online consultations, integrating payment systems with BPJS and insurance services, improving security systems to protect consumer data, collaborating with the government for equitable distribution. Telemedicine network.

Conclusions from research on the analysis of factors influencing the intention to reuse telemedicine applications after the COVID-19 pandemic, namely: (1) There is a positive and significant influence between Perceived Ease of Use on intention to reuse. (2) There is a positive and significant influence between Trust on intention to reuse. (3) There is a positive and significant influence between Customer Satisfaction on intention to reuse. (4) The variables Perceived Ease of Use, trust, and overall customer satisfaction have an influence of 47.2% on the intention to reuse the Telemedicine application

The limitation of this research is that the variables Perceived Ease of Use, trust, and overall customer satisfaction only have an influence of 47.2%, so it is recommended that in further research you can use special techniques in distributing questionnaires such as giving giveaways in the form of vouchers so that the response rate in filling out the questionnaire is higher. Then, to make the results more varied, you can add other variables such as service quality, price, and brand image.

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