

The Influence of E-service Quality On Customer Satisfaction Mediated by E-trust (Empirical Study: Telemedicine Users at Home Sick x Tangerang)

Putu Kusuma Edhi¹
Universitas Bunda Mulia

Andreas Heryjanto²
Universitas Bunda Mulia

Correspondence : Putu Kusuma Edhi (Putu.k.edhie@gmail.com)

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Abstract

The number of patient visits to hospitals decreased as a result of the Covid 19 pandemic a few years ago. As a result, the hospital had to innovate to enable people, particularly those with certain conditions, to conveniently check their health without visiting the hospital. The digitization of telemedicine health services, which allow patients and physicians to have in-person consultations via communication technology like hospital video calls and conference calls, is one way that health services are innovating today in hospitals. The aim of this study is to ascertain the following: 1) how e-service quality affects customer satisfaction; 2) how e-service quality affects E-Trust; and 3) which E-Trust at RS X Tangerang mediates the effect of e-service quality on customer satisfaction. Through the use of questionnaires, outpatients at RS X Tangerang provided data for this descriptive quantitative study design. 120 patients made up the study's sample. The analysis's findings indicate that: (1) the E-service Quality (ES) variable influences the Customer satisfaction (CS) variable; (2) the E-service Quality (ES) variable greatly and favorably affects the E-Trust (ET) variable; and (3) the E-Trust (ET) variable greatly and favorably affects the Customer satisfaction (CS) variable.

Keywords: Customer Satisfaction, Telemedicine, E-Service Quality, E-Trust

Introduction

The Covid 19 virus pandemic at the end of December 2019 had a remarkable effect, requiring rigorous adherence to health rules in all activities, including avoiding close physical contact and keeping individuals apart. The proportion of patients visiting hospitals decreased after the Covid 19 pandemic a few years ago. The health services sector has been compelled by the notable decrease in patient visits to hospitals to innovate in order to enable people, particularly those with specific diseases, to conveniently monitor their health without having to visit the hospital.

This is the driving force behind the advancements in health services, such as telemedicine, which allows doctors and patients to consult in person over communication devices like conference calls and video conversations. If necessary, this telemedicine innovation also

automatically integrates services for drug delivery to the patient's home. Because telemedicine is so practical, digitalizing health services like this is a great way to address the issues that society has faced recently.

Hospitals can implement digital information technology in the form of health service applications. One such application is the Hospital Management Information System (SIMRS), which hospitals are required to implement in order to comply with the requirements outlined in Minister of Health Regulation No. 82 of 2013 regarding SIMRS. According to the rule, one of the prerequisites for hospitals to offer higher-quality digital health services is the presence of SIMRS.

Using customer satisfaction as a mediating variable, the research findings of Muhammad Lutfi Prayitno (2023) explain the impact of e-service quality and trust on customer loyalty of the Halodoc application. It is evident from this that the Halodoc application affects customer happiness, e-service quality, and trust. According to Annisa Dayani's research findings from 2022, improving customer happiness and providing good service are related. The research findings of Arkadi Bilenkin (2022) demonstrate that patient satisfaction in the Department of Neuro-Oncology is positively and significantly correlated with telemedicine. Thus, through the use of medicine, trust affects patient pleasure. Through the Halodoc platform service, the research findings of Afifa Nur Chabibah et al. (2021) clarify that there is a relationship between service quality and satisfaction, hence enhancing customer happiness with previously subpar service.

Customers and buyers who require medical services, prescription medications, and other products have been greatly encouraged by the COVID-19 pandemic to act quickly and readily. Mayapada Hospital provides telemedicine services, such as finding a doctor, scheduling an appointment, and getting a medical check-up, through digitalized services. Using RS's

telemedicine service Through the use of telemedicine services at RS The number of patients at RS X Tangerang between six years ago and six months in 2022 is as follows:

Number of Outpatients in 2021	Number of Outpatients in the First 6 Months of 2022
34,000 Patients	228.796 Patients

The aforementioned table displays the total number of outpatients at Hospital in 2021. After six months in 2022, RS During the Covid 19 epidemic, patients can use technology-based health services, specifically telemedicine services, to purchase medications and other items. Through this telemedicine service, clients/buyers may conveniently and essentially only use the internet to obtain all the information they require about medical treatments, medications, and other services—all without having to visit RS X Tangerang in person.

According to research findings by Annisa Dayani, Agung Kresnamurti Rivai, and Shandy Aditya (2022), telemedicine positively affects brand trust, and repurchase intentions are influenced by customer satisfaction.

According to the background information provided above, the research's issue is that during the Covid 19 pandemic in the first half of 2022, RS X Tangerang saw a rise in outpatient visits in comparison to 2021. The lack of E-Trust (ET) for the development and implementation of technology-based health services, such as telemedicine services in health services and purchasing medicines, among other things, made the low number of outpatients in 2021 possible. e-service quality, on the other hand, has an impact on increasing E-Trust (ET) and customer satisfaction in health services at RS X Tangerang.

Methods

To ensure that the experiment or research can be reproduced with the same outcomes, the research protocols are stated in an understandable manner. includes population and sample/data sources, data collection methods and instrument development, data analysis methods, and research design/procedures. The story of the presentation is delivered in cohesive paragraphs.

A quantitative research approach is being applied. For the concluding instrument via Lisrel, the Structural Equation Model (SEM) approach is the technique employed. examining the relationships between the E-Trust (ET), E-Service Quality, and Customer Satisfaction variables using the Structural Equation Model (SEM)-Lisrel. Lisrel's conceptual modeling is developed and constructed using estimates derived from earlier research.

Over the course of six months, the research was carried out at RS X Tangerang. All of the study's participants were outpatients who visited RS X Tangerang for medical care. Additionally, 120 outpatients who received medical care at RS X Tangerang served as the study's sample. Customer satisfaction, e-service quality, and e-trust (ET) are the variables in this study. A questionnaire was used in this study's data collection process. The Structural Equation Model (SEM) will be applied via Lisrel as the research's data analysis design for the conclusion instrument.

Results and Discussion

Contains a description: (a) the data presented has been processed, outlined in tables and/or figures, provide information that is easy to understand, (b) in the discussion section it is explained whether there is a connection between the results obtained and the basic concept and/or hypothesis, (c) whether there is conformity or conflict with other people's research results; (d) It is also recommended that you write about the implications of research results, both theoretical and applied.

After variable analysis, the results of this research are:

Research Results

Descriptive Analysis Results Related to Respondent Profiles and Indicators
Descriptive Analysis Results Related to Respondent Profiles and Research Variable Indicators

Respondent Characteristics

The following are the descriptive results of the respondent profiles used in this research:

Table 1 Table of respondent results based on age

Age	Total	Percentage
16-20 Year	26	21.7
21-25 Year	19	15.8
26-30 Year	30	25
31-35 Year	17	14.2
36-40 Year	11	9.2
41-45 Year	5	4.2
46-50 Year	9	7.5
51-55 Year	3	2.5
Total	120	100%

Based on the results of the respondent data that has been obtained, it is known that there are 26 patients (21.7%) aged 16-20 years and 19 people (15.8%) aged 21-25 years and there are 30 patients (25%) aged 26-30 years and 17 patients (14.2%) with an age range of 31-35 years and 11 patients (9.2%) with an age range of 36-40 years and 5 patients (4.2%) with a range aged 41-45 years and there were also 9 patients (7.5%) with an age range of 46-50 years and there were 3 patients (2.5%) with an age range of 51-55 years. From the tabulated data, it can be seen that the majority of patients are in the age range of 26-30 years.

Based on the results of the data obtained, it is known that there were 29 patients (24.2%) who had a high school/vocational education level, 17 patients (14.2%) had a D3 education level and with a Bachelor's education level there were 67 patients (55, 8%) and there were 7 patients (5.8%) with a master's level of education. So it can be stated that the majority of respondents in this study had a Bachelor's degree level of education.

Based on the data obtained, it is known that there were 29 patients (24.2%) with self-employed jobs, 11 patients (9.2%) with jobs as civil servants/ASN, 41 patients (34.2%) with jobs as private employees and there were 39 patients with other jobs.

Based on the results of the data obtained, it is known that there are 20 patients (16.7%) who are patients in the skin & beauty health and venereal disease service clinic, 21 patients (17.5%) are patients in the eye care clinic, 9 people patients (7.5%) were patients at the ENT service poly, 17 patients (14.2%) were patients at the dental service poly, 3 patients (2.5%) were patients at the uro-nephrology service poly, 5 patients patients (4.2%) were patients at the heart

health service polyclinic, 1 patient (0.8%) was a patient at the tumor/cancer health service polyclinic, 8 patients (6.7%) were patients at the health service polyclinic bones, 18 patients (15%) were patients at the gynecology & obstetrics health service clinic, 18 patients (15%) were patients at the general internal health service polyclinic (glands and kidneys, allergies & immunity, and lungs).

Variable Descriptive Results

Descriptive variables are used to determine the descriptive results of the variables and the average value of the indicators. Table shows the descriptive results of the three variables in the research, namely, E-Service Quality, Customer Satisfaction and E-Trust (ET).

Statistical Test Results

Statistics are used to determine the results of statistical tests such as the following:

Validity Test

Validity tests were carried out on the answers of 120 respondents who received health services via telemedicine services at RS X Tangerang who had filled out research questionnaires and processed them using Lisrel.

E-Service Quality (ES) Validity Test

The test results for the E-Service Quality (ES) variable were measured using questions consisting of 1-10 questions. By using the appropriate software you will get the following results.

Table Validity Test E-Service Quality (ES)

Item	Loading Factor	Standart	Rcount	Rtable	Tvalue	Standart	Descirption
ES1	12,82	0,5	0,21	0,1793	7,25	1,96	Valid
ES2	9,99	0,5	0,26	0,1793	5,50	1,96	Valid
ES3	8,10	0,5	0,27	0,1793	4,55	1,96	Valid
ES4	8,57	0,5	0,23	0,1793	5,13	1,96	Valid
ES5	6,10	0,5	0,37	0,1793	3,03	1,96	Valid
ES6	5,93	0,5	0,43	0,1793	2,71	1,96	Valid
ES7	8,73	0,5	0,29	0,1793	4,67	1,96	Valid
ES8	5,92	0,5	0,27	0,1793	3,42	1,96	Valid
ES9	12,54	0,5	0,19	0,1793	7,38	1,96	Valid

ES10	10,76	0,5	0,24	0,1793	6,11	1,96	Valid
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Source : Results Of Respondent Questionnaire

Based on the processing results above, it shows that the validity test results of each question item provide a good value. Because each question item is in accordance with the basis for decision making for the validity test, namely $r \text{ count} \geq 0.1793$, the question items in the E-Service Quality (ES) variable are valid.

E-Trust (ET) Validity Test

The following is a summary of the validity test of the E-Trust variable:

Table Validity Test E-Trust

Item	Loading Factor	Standart	Rcount	Rtable	Tvalue	Standart	Description
ET2	0,81	0,5	0,25	0,1793	3,52	1,96	Valid
ET3	1,36	0,5	0,32	0,1793	4,11	1,96	Valid
ET4	1,16	0,5	0,36	0,1793	3,84	1,96	Valid
ET5	1,32	0,5	0,18	0,1793	4,39	1,96	Valid
ET6	1,33	0,5	0,22	0,1793	4,29	1,96	Valid

Source : Results Of Respondent Questionnaire

Based on the processing results above, it shows that the validity test results of each question item provide a good value. Because each question item is in accordance with the basis for decision making for the validity test, namely $r \text{ count} \geq 0.1793$, the question items on the E-Trust variable are valid.

Customer Satisfaction (CS) Validity Test

The following is a recap of the validity test of the Customer Satisfaction (CS) variable:

Table Validity Test Customer Satisfaction

Item	Loading Factor	Standart	Rcount	Rtable	Tvalue	Standart	Description
ET2	0,86	0,5	0,20	0,1793	8,11	1,96	Valid
ET3	0,71	0,5	0,17	0,1793	7,74	1,96	Invalid
ET4	0,65	0,5	0,20	0,1793	6,92	1,96	Valid

Source : Results Of Respondent Questionnaire

Based on the processing results above, it shows that the validity test results of each question item provide a good value. Because each question item is in accordance with the basis for decision making for the validity test, namely $r \text{ count} \geq 0.1793$, the question items in the Customer Satisfaction (CS) variable are valid.

Reliability Test

Reliability test of E-Service Quality (ES), Customer Satisfaction (CS) and E-Trust (ET) as intervening. The reliability test consists of several measurements that have been applied in statistics, namely testing the Cronbach's alpha value for each indicator of the variable.

Cronbach's Alpha Reliability Test

The Cronbach alpha test is one of the points for stating that indicators for variables are declared reliable using the alpha test.

For each variable, reliability can be analyzed using the statistical standard of variable alpha > 0.6 which can be declared reliable.

Composite Reliability Test

The E-Service Quality (ES) variable has a CR value of $0.9827 > 0.7$ which can be said to be reliable, and the E-Trust (ET) variable of $0.9826 > 0.7$ can be said to be reliable, the Customer Satisfaction variable (CS) of $0.9837 > 0.7$ can be said to be reliable. Thus, all variables are suitable to be tested because their reliability is above 0.7 according to the standard value.

AVE Test

The following are the AVE results for each variable, which can be seen in the table below:

The E-Service Quality (ES) variable has an AVE value of $0.9968 > 0.5$, which can be said to be reliable, and the E-Trust (ET) variable has an AVE value of $0.8469 > 0.5$, which can be said to be reliable. The Customer Satisfaction (CS) variable has an AVE value of $0.7906 > 0.5$, which can be said to be reliable. Thus, all variables are suitable to be tested because their reliability is above 0.5 according to the standard value.

Inner Model Test

The value of the E-Service Quality (ES) variable for digital E-Trust (ET) is 2.03, E-Trust (ET) for Customer Satisfaction (CS) is 2.20 and the E-Service Quality variable (ES) for Customer Satisfaction (CS) is 3.59.

Goodness Of Fit (GOF) Analysis

After making modifications based on LISREL recommendations, based on the existing GOF (Goodness-of-fit) criteria, where the p-value limit is > 0.05 and RMSEA < 0.08 , then the GOF has been met, it is concluded that the model is fit to the data, because and RMSEA = 0.01 < 0.08 even though p-value = 0.000 < 0.05 .

Test of Model Fit

The next step is to test the research hypothesis in the structural model once the researcher has determined whether the model as a whole is appropriate. To determine how the E-Trust (ET) variable mediated the link between the E-Service Quality (ES) and the Customer Satisfaction (CS) variables, model testing was done. This test will determine whether or not the research model hypothesis is accepted.

The 24 sub-indicators that make up each latent variable—E-Service Quality (ES), which has 10 sub-indicators, E-Trust (ET), which has 6 sub-indicators, and Customer—are used to measure the totality of these latent variables. These sub-indicators have been provided in the form of questions. Eight sub-indicators make up the Satisfaction (CS).

According to the hypothesis H1, customer satisfaction is positively and significantly impacted by the quality of the e-service. The path diagram above illustrates how the model testing results indicate that the T-Value is 3.59 with black numbers, indicating that the T-Value value is more than 1, 96 and proving or accepting the hypothesis H1. This suggests that there is a substantial association according to hypothesis H1.

Next, the path diagram above can be used to test hypothesis H2, which states that E-service quality has a positive and significant effect on E-Trust (ET). The results of the model testing indicate that the T-Value is 2.03 with black numbers, indicating that value T-Value > 1.96 ,

proving or accepting hypothesis H1. This suggests that there is a substantial association according to hypothesis H1.

According to the path diagram above, testing hypothesis H3, or E-Trust (ET), has a positive and significant impact on customer satisfaction. The model testing results indicate that the T-Value is 2.20 with black numbers, which means the T-Value value > 1.96 , proving or accepting hypothesis H1. This suggests that there is a substantial association according to hypothesis H1.

Additionally, the path diagram above illustrates the proof of hypothesis H4, which states that E-Trust (ET) mediates the impact of e-service quality on customer satisfaction. The results of model testing indicate that the T-Value is 2.03 with black numbers, indicating that value T-Value > 1.96 , proving or accepting hypothesis H1. This suggests that there is a substantial association according to hypothesis H1.

Conclusion

This study employs a quantitative method utilizing secondary data. According to the criteria, the sample for this study is 218 firms. According to the discussion, the findings of this study indicate that financial success, as measured by ROE, has an impact on firm value. Meanwhile, leverage and tax avoidance have little impact on tax avoidance. Suggestions for future study are intended to increase the sample size by include additional years of research observation. Future research should include other factors that are expected to have an impact on tax evasion but were not investigated in this study. It is advised that interested parties pay attention to the findings of this study before considering making tax payments to the state.

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