

Hubungan Mutu Pelayanan dan Kepuasan Terhadap Loyalitas Pengguna Platform Telehealth Selama Pandemi Covid-19 di Jabodetabek Tahun 2021

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Abstrak

Pandemi COVID-19 dan surat himbauan Kemenkes Nomor YR.03.03/III/III8/2020 menyebabkan adanya gap permintaan pelayanan telehealth salah satunya pada platform telehealth yaitu Halodoc (kenaikan 2x lipat pengunduh aplikasi, 10x lipat konsultasi dokter, 6x lipat layanan toko kesehatan, dan 3x lipat layanan buat janji); Alodokter (kunjungan dan active user meningkat 50%), dan Grabhealth (8x lipat permintaan konsultasi dan 25% permintaan konsultasi Covid dari total layanan) pada tahun 2019 hingga 2020. Perubahan tersebut harus memperhatikan mutu dan kepuasan pelanggan karena pelayanan platform telehealth yang bermutu akan mengarah pada kepuasan pelanggan dan pelanggan yang puas akan menghasilkan loyalitas pelanggan terhadap pelayanan platform telehealth. Tujuan penelitian ini adalah untuk mengetahui hubungan mutu pelayanan dan kepuasan terhadap loyalitas pengguna platform telehealth di area Jabodetabek selama masa pandemi COVID-19. Penelitian ini merupakan penelitian observasional dengan desain penelitian analitik kuantitatif dan penelitian cross sectional. Hasil menunjukkan mayoritas responden berusia kurang dari 25 tahun (39,8%); berjenis kelamin perempuan (69,9%), tingkat pendidikan S1/D4 atau lebih (81,3%) dengan pekerjaan wiraswasta (42,7%) dan pendapatan Rp 5.000.000,00 atau lebih per bulan (55,3%). Domisili paling banyak di Jakarta (39,0 %); aktivitas dan aplikasi yang sering digunakan adalah konsultasi dokter (48,8%) dan Halodoc (78,0 %), frekuensi penggunaan sebanyak 1-2 kali selama Pandemi COVID-19 (52,8%) dan merupakan pelanggan lama (51,2%). 81,7% responden merasa telah mendapatkan mutu pelayanan baik; 84,6 % merasa puas; dan 63,0 % memiliki loyalitas tinggi. Terdapat hubungan antara mutu pelayanan dengan kepuasan (p -value = 0,000; OR 15,2 95%CI : 6,8 – 33,9). Mutu pelayanan dan kepuasan memiliki hubungan dengan loyalitas (p -value 0,000 dan 0,001) setelah dikontrol oleh variabel karakteristik individu (usia, pendidikan, pekerjaan, aktivitas, platform, frekuensi, dan lama penggunaan). Variabel yang paling dominan adalah mutu pelayanan dengan OR 11,4 (96% CI : 3,357 – 39,230). Saran yang dapat diberikan kepada pemerintah yaitu perlu menyusun pedoman dalam penyelenggaraan pelayanan platform telehealth dan bekerjasama dengan penyedia platform; bagi penyedia platform yaitu dapat memperluas jenis pelayanan yang berkaitan dengan pandemi COVID-19; meningkatkan jaminan keamanan data pengguna; memberi sosialisasi service excellent pada dokter; memberikan petunjuk penggunaan dan permasalahan platform; dan merancang tampilan desain tata letak menu dan warna yang menarik; sedangkan bagi masyarakat yaitu untuk lebih mengembangkan pemanfaatan pelayanan platform telehealth guna mencegah penularan COVID-19 dan lebih berpartisipasi untuk memberikan masukan terkait kebutuhan dan mutu pelayanan platform telehealth. Kata kunci: platform telehealth, mutu pelayanan, kepuasan, loyalitas

The COVID-19 pandemic and the circular letter from the Ministry of Health Number YR.03.03/III/III8/2020 caused a demand gap for telehealth services, one of which was on the telehealth platform, for example Halodoc (app downloads increased 2x, doctor consultations 10x, health store services 6x, and appointment service 3x); Alodokter (visits and active users increased by 50%), and Grabhealth (consultation requests increased 8x and Covid

consultation requests reached 25% of total services) in 2019 to 2020. These changes must pay attention to quality and customer satisfaction because quality telehealth platform services will leads customer to satisfaction and satisfied customers will result in customer loyalty to the telehealth platform services. The purpose of this study was to determine the relationship between service quality and satisfaction to the loyalty of telehealth platform users at Jabodetabek during the COVID-19 pandemic. This research is an observational study with a quantitative analytical research design and a cross sectional study. The results showed that the majority of respondents were less than 25 years old (39.8%); female (69.9%); have a higher education level (81.3%); unemployed (42.7%); high income (55.3%); domiciled in Jakarta (39.0%); using a doctor's consultation (48.8%), using the Halodoc platform (78.0%); using 1-2 times during the COVID-19 Pandemic (52.8%), and were an existing customer (51.2%). 81.7% of respondents felt they had received good service; 84.6% were satisfied; and 63.0% have high loyalty. There is a relationship between service quality and satisfaction (p-value = 0.000; OR 15.2 95%CI: 6.8 – 33.9). Service quality and satisfaction have a relationship with loyalty (p-value 0.000 and 0.001) after being controlled by individual characteristics variables (age, education, occupation, activity, platform, frequency, and duration of use). The most dominant variable was service quality with an OR of 11.4 (96% CI : 3,357 – 39,230). Suggestions that can be given to the government are need to develop guidelines in the implementation of telehealth platform services and cooperate with platform providers; for platform providers, are being able to expand the types of services related to the COVID-19 pandemic, improve user data security guarantee, provide socialization of service excellent to doctors, provide instructions for use and platform issues, and designing attractive menu layouts and colors; while for the community was to further develop the use of telehealth platform services to prevent the transmission of COVID-19 and more participate in providing regarding the needs and quality of telehealth platform services. Key words: platform telehealth, service quality, satisfaction, loyalty