



Factor analysis of online repurchase intention on telemedicine services

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ABSTRACT

Massive development that currently happen in digital world may affects various industrial sectors, including the health industry with its application of telemedicine services. Through this phenomenon, this research has purpose to analyze the factors which could affecting online repurchase intention in one of the telemedicine services in Indonesia, namely Halodoc. The research method used is quantitative-causality through 200 respondents which taken by snowball method and then analyzed through PLS-SEM modeling. Research findings show the direct influence of e-service quality and e-recovery in increasing e-loyalty and online repurchase intention, moreover e-loyalty also found to have direct and indirect effect in boosting online repurchase intention.

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INTRODUCTION

Business development in today's digital era is growing rapidly, including in the health industry. This condition is supported by the Covid-19 Pandemic that has occurred in recent years back then in whole over the world. One form in the use of technology of digital world in the health industry is the use of telemedicine services. The use of telemedicine services had actually started at the end of the 19th century. During the Covid-19 Pandemic that occurred ages ago, telemedicine services were increasingly used to reduce crowds and spread of Covid-19 (Leite et al., 2020), including in Indonesia. Telemedicine services seems very useful to support online doctor consultation activities, providing easy access for the public to get health services quickly, precisely and realtime (Sehati.co, 2021). Furthermore, telemedicine services have also been widely utilized by several health facilities in Indonesia in an integrated manner, which makes easier for health workers and patients to meet virtually and get solutions related to health problems which faced by patients.

In the Covid-19 Endemic Era, the role of telemedicine services is still very much needed, especially for people who are located far from health facilities. With various benefits that can be obtained from telemedicine services, it is not surprising that more and more companies are emerging that specifically offer telemedicine services, including PT Media Dokter Investama with its Halodoc services. Halodoc is a technology company from Indonesia that serves in the field of health

teleconsultation. The company was founded in Jakarta on 2016 by Jonathan Sudharta. Through Halodoc, people can talk to specialists, buy medicines, and perform laboratory tests via smartphones anytime, anywhere for 24 hours (Halodoc, 2023).

However, with these several benefits of easy access to online health offered by Halodoc and other telemedicine services, online health services are not necessarily used by the public. Based on a survey conducted by the Ministry of Communication and Information Technology together with Katadata Insight Center (KIC) spread across 34 provinces, it shows a surprising fact that only 4.7% of respondents often use health services online and as many as 71% of respondents never access internet services for health services, such as BPJS, Halodoc, and so on (Dihni, 2022). However, based on the overall KIC survey, Halodoc is still the most used telemedicine service in Indonesia with percentage of 46.5% (Annur, 2022), with 45.3% of them still dominated by urbanites (Pusparisa, 2019).

With the lack of use of telemedicine services, especially Halodoc, that indicates that there is still a lack of public interest in reusing these services. Referring to the pre-survey that has been conducted, there are 3 (three) major components that supposed to have an effect towards online repurchase intention on Halodoc services and its applications, these three factors are e-service quality (27.5%), e-recovery (24.3%), and e-loyalty (17.6%). e-Service Quality is an electronic-based quality of service that offered by sellers or companies regarding flow of information between customers and customer service providers, in order to maintain their customers (Shafiee & Bazargan, 2018). Beside e-service quality, companies should consider e-recovery as well. That is because through e-recovery, companies can handle problems and reduce customer dissatisfaction which ultimately retains customers (Marimon et al., 2012; Shafiee & Bazargan, 2018). Furthermore, research conducted by Shafiee & Bazargan (2018) discovered the fact that e-service quality has an effectiveness in increasing e-loyalty. Durmuş et al. (2013), and Shafiee & Bazargan (2018) in their research also suggested that e-recovery can lead to increased e-loyalty which will eventually improve online repurchase intentions. Moreover, the companies also need to pay attention to the e-loyalty factor because it will result in repeat purchase behavior and in line with research result by Marini et al. (2018) who found that loyalty has a significantly positive influence on repurchase intention.

This research is actually an extension and developed research from what has been done by the author in previous studies regarding the effect of service quality and customer loyalty towards digital banking (Prasetyo & Ariawan, 2021), as well as online repurchase intention in e-commerce (Prasetyo et al., 2021). Furthermore, in prior research conducted by Shafiee & Bazargan (2018) which evaluated the level of customer loyalty in online shopping through the effectiveness of e-service quality and e-recovery. This study intends to link e-service quality and e-recovery to boost e-loyalty which will ultimately have an impact on increasing online repurchase intention. Novelty in this study is centered on the use of e-recovery variables in indonesia's telemedicine services which associated with e-loyalty and online repurchase intention. The use of e-recovery variables in a study is also very rare so it needs to be tested and analyzed further, because in fact an electronic service will never be separated from problems that must be overcome immediately therefore customers will achieve maximum satisfaction and will guide into increasing loyalty as well as repeat purchases in the future, especially in telemedicine services. In addition to that, this research also intended to provide input to Halodoc in order to improve quality, performance, service, and warranty to its users, and in the end users can feel more comfortable with all optimal benefits in using Halodoc services and its applications to support their health and encourage the strategic goals set by the Ministry of Health in 2020-2024 in fixing health resources and improving disease prevention and control and management of public health emergencies (Badan Penelitian dan Pengembangan Kesehatan Kementerian Kesehatan RI, 2020).

RESEARCH METHOD

The research method is designed by quantitative and descriptive methods through a causality approach in order to explore the cause-and-effect from each variable (Hair et al., 2020; Sarstedt et al., 2020). Research population was conducted at Halodoc which is one of telemedicine services in Indonesia that is innovative to support public health in this means to determine the factors that influence online repurchase intention in Halodoc services and applications. This research was conducted towards 200 respondents who were users or people who currently used Halodoc. The technique used for sampling through snowball method which set sample of 200 respondents according to the theory from Hair et al. (2018), whereas for the maximum sample is 200 then proceed by SEM-PLS.

The method used for gathering data was performed through surveying methods, online polls, as well as questionnaire form which delivered both offline and online to respondents of this research which certified by SEM-PLS with the help of SmartPLS v.3.8. Data analysis is conducted by evaluating outer model and inner model to examined the instruments of research and its hypotheses. Direct Observations are made to Halodoc users in the Jabodetabek area. After found out the current issue then the researcher conducted direct and indirect interviews (pre-research) with several Halodoc users to escalate previous findings and issues that have been discovered. Furthermore, the author made surveys in shape of google form which was then distributed to Halodoc users as research sample.

RESULTS AND DISCUSSIONS

3.1. Results

Referring to the questionnaires results which have been delivered online and offline to Halodoc users, it is found that the majority of respondents are women (55.8%), aged 26-35 years (46.1%), domiciled in DKI Jakarta (43.2%), work as private employees (46.6%), have final education S2/S3 (49.5%), and have an average income between Rp 3,000,000 to Rp 6,000,000 (22.8%). These results show that mostly respondents are career women that is still at productive age and have a high educational background and so do with high mobility, therefore the speed of online health services, access time, and convenience which guaranteed by the use of Halodoc application and services are required in order to support the fulfillment of their health needs in the midst of their busy work.

Other results from the questionnaire which distribution before were stated that the majority of Halodoc users had used Halodoc services and applications long before the Covid-19 pandemic (52.4%), users also stated that they did not use online health services outside Halodoc (54.4%), with Halodoc service access time between 1-6 months ago (28.6%). These results indicate that the majority of respondents are loyal customers because they have used Halodoc services and applications long before the Covid-19 pandemic and do not use competitor services. With this result, Halodoc needs to give more appreciation to customers with various loyalty programs such as free from subscribe in their first terms.

As it stated in the previous chapter, PLS-SEM used to analyzed the data through evaluating outer model as well as structural model (inner model). Research model calculation aims to define how each indicator relates to its latent variable, while structural model test is aimed to determine the type and magnitude effect of the independent latent variable on its dependent latent variable (Hair et al., 2020; Khan et al., 2019; Sarstedt et al., 2020). These model measurement tests were conducted by confirmatory factor analysis method in order to test the data validity and reliability (Ghozali, 2014).

In order to examine the validity of data, convergent validity test and discriminant validity test are required likewise to AVE, and fornell-larcker criterion. Meanwhile for reliability test used to find out the value of composite reliability and cronbach's alpha (Hair et al., 2018). In convergent validity test, the overall outer loading value of all indicators is greater than 0.7, so that means it meets

the criteria for convergent validity test (Khan et al., 2020; Sarstedt et al., 2020). From the discriminant validity test through cross loading and AVE, it was found that the correlation value of the construct between indicators was greater than the correlation value of other constructs and all variables had an AVE value greater than 0.5. Furthermore, the discriminant validity test by the fornell-larcker criterion also shows that the correlation value of the associated construct measuring items is higher than that of other constructs. Based on the three discriminant validity tests, it can be concluded that all of them have met the established criteria (Khan et al., 2020; Sarstedt et al., 2020). From the data reliability tests, it was found that all research variables had composite reliability value above 0.7 with Cronbach's alpha value above 0.6, so it can be said that the research model has met the reliability requirements and said to be trusts and reliable measuring tool (Ghozali, 2014).

Table 1. The summary of outer model results

Variable and items	Loading	AVE	Cronbach's alpha	Composite reliability	X	Y1	Y2	Y3
e-Service Quality (ESQ)								
HIS1	0.854	0.734	0.819	0.892	0.854	0.714	0.617	0.634
HIS2	0.887				0.887	0.755	0.659	0.697
HIS3	0.877				0.877	0.630	0.589	0.630
HIS4	0.871				0.871	0.706	0.695	0.691
e-Recovery (EREC)								
CO1	0.871	0.745	0.886	0.921	0.759	0.871	0.736	0.719
CO2	0.884				0.704	0.884	0.684	0.702
CO3	0.903				0.700	0.903	0.661	0.701
CO4	0.866				0.672	0.866	0.697	0.687
e-Loyalty (ELOY)								
WD1	0.873	0.777	0.904	0.933	0.599	0.682	0.873	0.732
WD2	0.892				0.661	0.668	0.892	0.745
WD3	0.849				0.594	0.678	0.849	0.765
WD4	0.838				0.685	0.696	0.838	0.734
Online Repurchase Intention (ORI)								
EP1	0.849	0.761	0.896	0.927	0.701	0.698	0.798	0.849
EP2	0.845				0.595	0.648	0.709	0.845
EP3	0.876				0.654	0.700	0.701	0.876

Table 2. Fornell-lacker criterion

Constructs	Online Repurchase Intention	e-Loyalty	e-Recovery	e-Service Quality
Online Repurchase Intention	0.857			
e-Loyalty	0.862	0.863		
e-Recovery	0.797	0.789	0.881	
e-Service Quality	0.762	0.736	0.805	0.873

Structural models test or so called as inner models in this study was performed in several stages, including R^2 test, predictive relevance (Q^2) model validation (GoF), and hypothesis test through bootstrap resampling (Hair et al., 2018; Khan et al., 2019; Sarstedt et al., 2020). Based on R^2 test, the ORI value is 0.787 and ELOY is 0.648 by means that the independent construct variable can be explain and have strong effect towards the dependent one (Hair et al., 2018; Khan et al., 2019; Sarstedt et al., 2020), with total influence of 78.7% and 64.8% respectively. On the other hand, predictive relevance calculation also showed that the Q^2 values of ORI and ELOY variability respectively had 0.562 and 0.477 which higher than 0.35 so that it was concluded that the research model had an excellent predictive relevance value (Hair et al., 2018; Khan et al., 2019; Sarstedt et al., 2020).). Furthermore, model validation of (GoF) also shows a value of 0.738 which is higher than 0.36 therefore it can be said that the model has excellent combined performance (Hair et al., 2018; Khan et al., 2019; Sarstedt et al., 2020).

Table 3. Summary of the structural model results

Constructs	R Square	R Square Adjusted	SSO	SSE	Q ² (=1-SSE/SSO)
Online Repurchase Intention	0.79	0.787	600.000	262.614	0.562
e-Loyalty	0.652	0.648	800.000	418.284	0.477
e-Recovery			800.000	800.000	
e-Service Quality			800.000	800.000	

$GoF = \sqrt{AVE \times R^2} = 0.738$

And the last is, validating the hypothesis by the use of bootstrap resampling, and it shows that:

1. ESQ has a significant effect and can positively improve ORI. This proven by the coefficient value of 0.178, a p-value of 0.029 which is a smaller value of 0.05 and a t-statistics of 2.186 which is a greater value of 1.96.
2. EREC has a significant effect and brought positively increase to ORI. This evidenced by a coefficient value of 0.204, a p-value of 0.012 which is a smaller value of 0.05 and a t-statistics of 2.507 which is a greater value of 1.96.
3. ESQ has a significant effect and can positively increase EROY. This is evidenced by a coefficient value of 0.286, a p-value of 0.001 which is a smaller value of 0.05 and a t-statistics of 3.503 which is a greater value of 1.96.
4. EREC has a significant effect and positively increase EROY. This proven by a coefficient value of 0.560, a p-value of 0.000 which is a smaller value of 0.05 and a t-statistic of 7.005 which is a greater value of 1.96.
5. ELOY has a significant influence and brought positively increase on ORI. This evidenced by a coefficient value of 0.570, a p-value of 0.000 which is a smaller value than 0.05 and a t-statistic of 7.637 which is higher than 1.96.
6. ELOY plays its role in partially mediate the influence of ESQ and EREC on ORI. This evidence by the coefficient value of indirect effect that is smaller than the direct influence, p-value < 0.05 and t-statistics > 1.96.

Table 4. Significance test

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Results
ESQ -> ORI	0.178	0.172	0.081	2.186	0.029	H ₁ Supported
EREC -> ORI	0.204	0.205	0.082	2.507	0.012	H ₂ Supported
ESQ -> ELOY	0.285	0.291	0.081	3.503	0.001	H ₃ Supported
EREC -> ELOY	0.560	0.554	0.080	7.005	0.000	H ₄ Supported
ELOY -> ORI	0.570	0.573	0.075	7.637	0.000	H ₅ Supported
ESQ -> ELOY -> ORI	0.162	0.167	0.051	3.168	0.002	H _{6a} Supported
EREC -> ELOY -> ORI	0.319	0.317	0.062	5.139	0.000	H _{6b} Supported

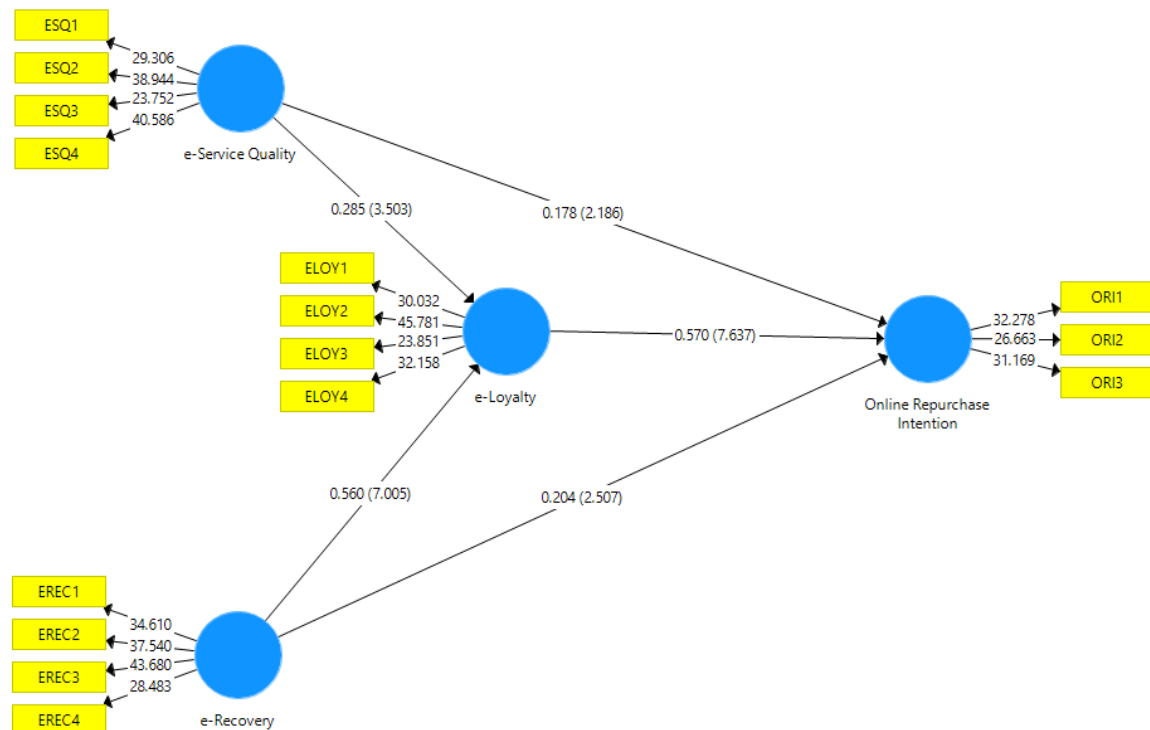


Figure 1. PLS Alogritm Model

3.2. Discussions

Referring to data analysis, it is proven that e-service quality succeed to improved online repurchase intention on Halodoc. The existence of these findings also confirms research conducted by Abid & Purbawati (2020), Jayaputra & Kempa (2022), Durmuş et al. (2013), Prasetyo et al. (2021), and Shafiee & Bazargan (2018) who states that online repurchase intention can be improved through giving maximum quality of electronic services from an application/website. These findings indicate that quality of service can be a reason why customer do repurchases these days. By providing good service to consumers, it will improve consumer loyalty which lead them to make purchases online (Listiyana et al., 2022; Shin et al., 2013). The indicator that has an important role in increasing consumers' online repurchase intentions is the health services in the Halodoc application are in accordance with what was promised. Through these results, Halodoc should continue to maintain its online services provided in the application through the responsibility of the company in overcome any health problems faced by customer/patient and provide compensation if the user is harmed so that customers will gain more trust and high intentions in making repurchases in the future.

Based on data analysis results, it is proven that e-recovery could increase online repurchase intention in using Halodoc. The existence of these findings also confirms the research result by Dewi & Sudarwanto (2022), and Rita et al., 2019) which found that online repurchase intention can be increased through guarantees provided by applicators. These findings indicate that e-recovery is one of major factors in increasing online repurchase intention in using Halodoc. With these results, Halodoc need to consider factors that can improve the e-recovery offered to each user, so that they will feel their own satisfaction which will ultimately increase online repurchase intention. Based on results of the questionnaire, the main factor which felt by customers regarding e-recovery service provided by Halodoc is that they feel helped by the existence of Halodoc to solve every problem they face. Therefore, it is very important for Halodoc to continue to improve the e-recovery offered, such as providing security guarantees for application access, compensation for any losses

experienced by users, until its guarantees to solved health problems faced by customers which will have an impact on increasing online repurchase intention towards Halodoc application.

Referring to data analysis results, it is proves that e-service quality can improve e-loyaty in using Halodoc. The existence of these findings also in line with the research which conducted by Durmuş et al. (2013), Junardi & Komara (2013), Junardi & Sari (2019), Shafiee & Bazargan (2018), and Vallen & Antonio (2022) which found that an excellent e-service quality will affect in increasing consumer e-loyalty in today's the digitalization business world. These findings show that e-serveice quality is one of main factors in boosting loyalty of Halousersuser. With these findings, Halodoc must be able to maintain the treatment services provided online to each of its users through 24-hour non-stop application access, fast and resolved complaint service waiting times, and assist patients in finding health solutions if patients visit the hospital through appointment services offered by Halodoc. Thus, the majority of research respondents who have high mobility can feel their own satisfaction with the services offered by Halodoc and will ultimately show their loyalty.

Referring to the data analysis, it is proven that e-recovery can also increase e-loyalty in using Halodoc. These findings supported research by Durmuş et al. (2013), Junardi & Komara (2013), Rita et al. (2019), Shafiee & Bazargan (2018), and Vallen & Antonio (2022) who found that e-loyalty can be improved through the role of e-recovery. This finding implies that in providing recovery services for Halodoc customers, it is requires to upgrade the services so it will decrease dissatisfied from consumers. E-recovery can be referred to quick reaction, then repayment for problems faced by customers, as well as contactable customer service in case customer need an assistance during hard time (Marimon et al., 2012; Shafiee & Bazargan, 2018). This create secure feeling and trust on customer towards what they earn when using Halodoc services. This crucials because customers want to make sure that they get highly maintain in aftersale process which lead to customer loyalty and improve its online repeat purchases.

Referring to data analysis, it proves that e-loyalty can increase online repurchase intention in using Halodoc. These findings also confirms by Durmuş et al. (2013), Shafiee & Bazargan (2018), and Vallen & Antonio (2022) who found positive correlation between e-loyalty and online repurchase intention. This finding provides managerial implications that in providing services so that customers are loyal to Halodoc services and applications, there is a need for e-loyalty in the form of providing an excellent service quality, trustworthy desirable content information, as well as its recovery services aftersales for Halodoc customers that should be in line with expectations. This will creates customers trusts that everything provide by halodoc has an excellent standard. This gives valuable message for customer because they need to be sure that the transaction and aftersales process will not going to be waste. Customer satisfaction will affect to customer loyalty (Kotler & Keller, 2018), as well as lifting the repurchase intentionsy.

Referring to data analysis, it is proven that e-loyalty plays its role in partially mediated the effect of e-service quality and e-recovery in increasing online repurchase intention in using Halodoc. These findings also confirms the research by (Prasetyo, 2019) who found that e-loyalty has direct and indirect influence towards online repurchase intention, and has ability to mediate the effectiveness of e-service quality and e-recovery on online repurchase intention at Sociolla. This finding has its implications if e-loyalty is needed to play a role in increasing Halodoc's online repurchase intention, because e-loyalty has the greatest direct influence in increasing online repurchase intention, although the value of mediation effect appears to be smaller. This result also indicates that Halodoc needs to increase its loyalty program with various loyalty point policies, as well as special discounts without having to subscribe first so that online repurchase intention could significantly increase than before.

CONCLUSION

Based on the data which have been proceed and analysis by the author above, it can be concluded that e-sevice quality and e-recovery are able to increase online repurchase intention in the use of

Halodoc services/applications either directly or indirectly (through) e-loyalty as a mediator. In addition to affecting online repurchase intention, from these results it is known that e-service quality and e-recovery are able to increase e-loyalty in using Halodoc applications as well. This study contributes to the field of digital marketing, particularly to Halodoc applications and services in improving online repurchase intention via the roles of e-service quality, e-recovery, and e-loyalty. The implications of this research will assist management in developing proper strategy in the face of identical products and significant competition in the business, thereby Halodoc's management needs to consider every aspect that could improve the company's profitability, especially in the field of digital marketing. The importance of e-service quality, e-recovery, and e-loyalty for raising the intention to repurchase online was discovered in this study. Improving online repurchase intention will certainly increase future use of Halodoc services while also increasing profits to the company.

Based on the research results that has been done, the author suggests: (1) Halodoc needs to maintain its quality of services that have been provided, as well as improve communication with Halodoc users through interaction on all existing social media, besides that Halodoc also needs consider to every problem submitted by users in detail in order to find the best health solution needed by users, (2) Halodoc needs to add and improve the complaint handling and resolution department by implementing appropriate and fast standard respond to any problem occurred both in terms of application use, drug delivery, and health problems so that Halodoc users will feel satisfied every time they use the application or services, (3) Halodoc needs to improve their loyalty program that has been offered previously by increasing / providing loyalty point, special discounts, as well as e-vouchers that can be used at any time when accessing Halodoc services, therefore it will have an impact on increasing online repurchase intention.

Based on the research that has been done, this research has limitations in the form of its variable namely e-service quality, e-recovery, e-loyalty and online repurchase intention, thus further research is needed to explore other variables that can enhance online repurchase intention in the similar and different industries. Those variables such as consumer trust, consumer satisfaction, consumer perception of products, as well as merchants who collaborate with applicators so that research diversity can be obtained more in the future.

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