Measuring The Role of Patient Satisfaction as A Mediation of

Perceived Usefulness and Ease of Use Telemedicine Towards Patient Loyalty

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ABSTRACT

Telemedicine offerings are one of the essential factors to foster affected person satisfaction, which in turn is expected to foster patient loyalty. Telemedicine services are vital things that need to be owned through fitness services or agencies that provide services, because this carrier is expected to boom patient satisfaction and loyalty in these fitness centres. This takes a look at ambitions to take a look at and give an explanation for the position of perceived usefulness and simplicity of use of telemedicine in mediating affected person delight on affected person loyalty. This study is assessed as quantitative and qualitative studies. The populace consists of all sufferers who visit clinics in Denpasar with a sample of 2 hundred patients decided via the sampling method. facts were collected via a questionnaire. This looks at uses a totally SEM (VB-SEM) method with Partial Least square (PLS). The consequences of this take a look at are Perceived usefulness has a tremendous effect on patient pride, Perceived ease of use has a tremendous effect on patient delight, Perceived usefulness has a tremendous effect on patient loyalty, Perceived ease of use has a positive impact on affected person loyalty, affected person satisfaction has a wonderful effect on affected person loyalty, affected person pleasure as mediating Perceived usefulness of patient loyalty and patient satisfaction as mediating Perceived ease of use in opposition to patient loyalty. The effects of this observe are predicted to be empirical evidence for destiny research and which will enrich the improvement of human useful resource management science.

keywords: Perceived usefulness; Perceived ease of use; affected person delight; patient loyalty

INTRODUCTION

Telemedicine can triumph over numerous health provider troubles and revolutionize the fitness of the Indonesian humans. the primary trouble with fitness offerings in Indonesia is the limited number of doctors and their choppy distribution. The number of medical doctors in line with capita has handiest reached four consistent with 10,000 population, nevertheless a way beneath the WHO recommendation of 10 in line with 10,000 population or one according to 1,000 populaces in every of us of a consequently, the presence of telemedicine can offer convenience for the network, particularly those in regions with a constrained wide variety of doctors, to achieve health offerings. in addition, the level of patient satisfaction consequences the assessment of telemedicine tendencies, especially at some point of the COVID-19

pandemic generation due to modifications in health offerings from face-to-face to virtual (Litbangkes, 2020; Wulandari and Darma, 2022).

Telemedicine has additionally become one of the strategies to prevent the spread of COVID19 in many nations because telemedicine allows health offerings to use the digital verbal exchange. Patients and medical personnel do now not need to fulfill in character in one vicinity but can nevertheless speak via the net network (Chang & Boudier, 2020; Reditiya et al., 2023; Martani and Darma, 2023; Dewi and Darma, 2022; Gunadi and Darma, 2022; Anggarini and Darma, 2021; Said and Darma, 2022; Widiasih and Darma, 2021; Dewi and Darma, 2019; Mimaki et al., 2022; Dewi and Darma, 2022).

Telemedicine consists of several forms, namely: online consultation, screening and chatbots. With a variety of telemedicine methods, patients can report their symptoms and get advice and directions regarding their illness (Vidal-Alaball et al, 2020; Dewanta et al., 2023; Sudiwedani and Darma, 2020; Wirantaja and Darma, 2023). With the presence of telemedicine, it is hoped that patients in Bali, especially Denpasar City, will be satisfied with the supporting facilities provided.

Customer delight is the condition of customers who are both happy and upset after accomplishing their desires and expectancies. on the menu, costs, centres, and offerings supplied. Customer delight is the extent of client feelings after evaluating what he acquired and his expectancies (Adnyasuari and Darma, 2017; Husein, 2018; Kusuma and Darma, 2020; Pramesti and Darma, 2023; Restudana and Darma, 2022; Mahendrawati and Darma, 2021; Narolita and Darma, 2020; Premawati and Darma, 2017; Putra and Darma, 2019; Darma, 2012; Purnantara and Darma, 2015; Darma, 2006; Darma, 2005; Darma, 2006; Mahyuni et al., 2020; Dwisuardinata dan Darma, 2023; Sanjaya dan Darma, 2023; Umami and Darma, 2021; Solin et al., 2023; Saputra and Darma, 2022; Darma et al., 2019; Murti and Darma, 2021; Widana and Darma, 2021; Citasti and Darma, 2020; Febrianti and Darma, 2023; Monica and Darma, 2022). Customer delight has turn out to be a duty for each commercial enterprise employer, advertising researcher, and business executive, a very good image will boom affected person pleasure and patient loyalty (Tjiptono, 2019; Shafira, 2022; Kumarawati and Darma, 2021; Oyagi and Darma, 2021; Bali and Darma, 2019; Ginantra et al., 2017; Darma, 2004; Darma, 2005; Darma, 2005; Asri dan Darma, 2020; Sukerta dan Darma, 2014; Saefulloh and Darma, 2014; Darma, 1999; Swari dan Darma, 2019; Darma, 2006; Wibawa and Darma, 2023; Sanjaya and Darma, 2023; Solin et al., 2023; Romauly and Darma, 2023; Priskila and Darma, 2020; Idayanti et al., 2020; Wijaya and Darma, 2022; Andanari and Darma, 2022; Darma and

Noviana, 2020; Desyanta and Darma, 2020; Wulandari and Darma, 2020; Krismajayanti and Darma, 2021; Praswary and Darma, 2021; Dewi dan Darma, 2021).

Loyalty is evidence that sufferers are usually customers, who've strength and a tremendous attitude closer to the hospital. affected person loyalty is received by using growing the pleasure of every affected person and retaining that degree of pride in the long time. Forming affected person loyalty is normally considered a basic assignment for health facility managers aiming to build the picture of the health facility itself (Rahayu, 2018; Chrisandita and Darma, 2021; Idayanti et al., 2020).

Clinical image has an impact on the attitude and behavior of patients at the clinic. Thus, understanding the relationship between clinical image and its effect on patient intentions is indispensable. Another factor that effects patient loyalty and patient satisfaction is the ease and usability of the facilities provided by the clinic. One of the facilities provided by the clinic that can be used during the COVID-19 pandemic by patients is telemedicine.

METHODS

The location of this research will be carried out at a registered clinic in the city of Denpasar. This is because the City of Denpasar has the largest number of clinics in the Province of Bali where the number of Primary Clinics is 25 Clinics, and the Main Clinic is 3 Clinics compared to other Regencies. Researchers are interested in knowing the extent to which Telemedicine is used and how the users perceive it.

The sampling technique used in this study is the Non-Probability Sampling technique with the Purposive Sampling method. The sample size used in this study was those using online telemedicine in Denpasar. This approach will help research to obtain the right number of samples, distributed in a proportional manner, and in accordance with the needs of this research. Based on the data obtained, the sample to be used in this study is 200 people. This study uses a SEM (VB-SEM) approach with Partial Least Square (PLS).
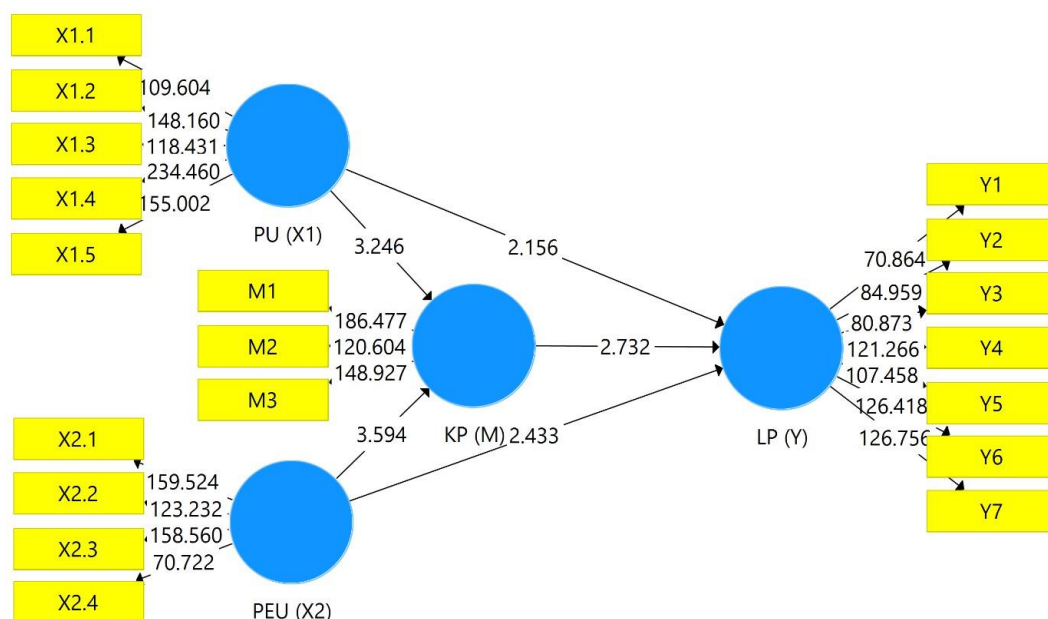
RESULT

Figure 1. Structural Model

Structural models were evaluated using R-square for the dependent construct and t test and the significance of the structural path parameter coefficients.

R-square value of the patient loyalty variable is 0.887. It can be interpreted that 88.7% of the variability of the loyalty construct is explained by the variables of patient satisfaction, perceived usefulness and perceived ease of use, while the remaining 11.3% of the patient loyalty variable is explained by variables outside the model. Likewise, the patient satisfaction variable has an R-Square value of 0.874 meaning that 87.4% of the variability is explained by perceived usefulness, perceived ease of use and patient loyalty while the remaining 12.6% of the satisfaction variable is explained by variables outside the model.

In addition to using R-square, goodness of fit, the model is also measured using Q-Square predicate relevance for structural models, measuring how good the observations produced by the model are as well as parameter estimates. Q-Squre value > 0 indicates the model has predicate relevance, otherwise if the Q-Square value ≤ 0 indicates the model does not have predicate relevance. Based on Table 5.10, the predicate relevance value (Q^2) can be calculated.

The results of this calculation indicate that the value of Q^2 is greater than 0 (0.986), so it can be interpreted that the model is good because it has a relevant predictive value, which is 98.6%. This shows that variations in the loyalty variable can be explained by the variables

used, namely perceived usefulness, perceived ease of use and patient satisfaction, while the remaining 1.4% is explained by other variables that have not been included in the model.

Hypothesis test

Table 1. Direct Effect

Construct	Path Coefficient	tstatistics	P Values	Information
Patient Satisfaction -> Patient Loyalty	0,306	2,732	0,007	Accepted
Perceived ease of use -> Patient Satisfaction	0,507	3,594	0,000	Accepted
Perceived ease of use ->Patient Loyalty	0,412	2,433	0,015	Accepted
Perceived Usefulness -> Patient Satisfaction	0,545	3,246	0,001	Accepted
Perceived Usefulness -> Patient Loyalty	0,255	2,156	0,032	Accepted

Primary Data, 2022

By utilizing t-statistics and examining the p-value, hypothesis testing is carried out. The study hypothesis is accepted, and Ho is rejected if the t-statistics value is less than the t-table value (1.96) or if the p-value is less than 0.05. The hypothesis has been accepted, given a correlation coefficient value of 0.306 and the t-statistic value of 2.732 in Table 1. This demonstrates that there is a link between patient loyalty and satisfaction. The more satisfied a patient is with their experience at the clinic, the more loyal they will be to it.

The hypothesis is supported since the perceived ease of use variable has a correlation coefficient of 0.412 and a t statistic of 3.594. This demonstrates how patient satisfaction is influenced by perceived ease of usage. This implies that the more user-friendly telemedicine is, the more satisfied the patient is with their experience at the clinic.

The hypothesis is supported since the perceived ease of use variable has a correlation coefficient of 0.412 and a t statistic of 2.433. This demonstrates that perceived simplicity of use has a favorable impact on patient loyalty. The amount of patient loyalty shown to the clinic increases as telemedicine becomes more user-friendly.

The hypothesis is supported since the perceived usefulness variable has a correlation coefficient of 0.545 and a t statistic of 3.246. This demonstrates that perceived usefulness has a favourable impact on patient satisfaction. The patient's level of satisfaction with the clinic increases with ease of telemedicine use.

The hypothesis is supported since the perceived usefulness variable has a correlation coefficient of 0.255 and a t statistic of 2.156. This demonstrates if perceived utility has a

favourable impact on loyalty. The greater the ease with which a clinic's patients may use telemedicine, the more loyal they are to the facility.

Table 2. Indirect Effect

Construct	Path Coefficient	t-statistics	P Values	Information
Perceived Usefulness -> Patient Satisfaction -> Patient Loyalty	0,155	2,481	0,013	Accepted
Perceived ease of use -> Patient Satisfaction -> Patient Loyalty	0,139	2,003	0,046	Accepted

Primary Data, 2022

According to table 2, patient satisfaction acts as a mediator between perceived usefulness and patient loyalty, which has a large indirect impact. According to the coefficient value of the indirect effect of patient satisfaction as a mediator, which is 0.155 and has a significance value of 0.013 with a p-value less than 0.05 and a t-statistic value of 2.481 greater than 1.96, the effect of perceived usefulness of patient loyalty through patient satisfaction as a mediator is significant.

In table 2, the magnitude of the indirect influence of the independent variable on the dependent variable through the intermediate variable is 0.155, whereas the size of the direct effect of the independent variable on the dependent variable is 0.225. This demonstrates that, although still significant, the path coefficient of the independent variable on the dependent variable when the mediator variable is included falls in value. According to Hair et al. (2014), partial mediation takes place if the path coefficient of the indirect impact rises while remaining significant.

Patient satisfaction acts as a mediator between perceived ease of use and patient loyalty, which has a major direct impact. Perceived ease of use has a significant direct effect on patient loyalty through patient satisfaction as a mediator. This can be seen from the coefficient value of the indirect effect of patient satisfaction as a mediator of 0.139 and has a significance value of 0.046 where the p-value is less than 0.05 with a t-statistic value of 2.003 greater than 1.96, so it can be interpreted that the effect perceived ease of use on patient loyalty through patient satisfaction as a mediator is significant.

The magnitude of the direct effect of the independent variable on the dependent variable is 0.412 while in table 3 the magnitude of the indirect effect of the independent variable on the dependent variable through the intermediary variable is 0.139. This shows that the path coefficient of the independent variable on the dependent variable with the inclusion of the

mediator variable decreases in value compared to that without the mediator variable but is still significant. According to Hair, et al (2014), if the path coefficient of indirect effect decreases but remains significant, then the form of mediation that occurs is partial mediation.

CONCLUSION

Perceived usefulness has a positive effect on patient satisfaction. This means that the higher the perceived usefulness of telemedicine, the higher the level of patient satisfaction. Perceived ease of use has a positive effect on patient satisfaction. This means that the higher the perceived ease of use of telemedicine, the higher the level of patient satisfaction. Perceived usefulness has a positive effect on patient loyalty. This means that the higher the perceived usefulness of telemedicine, the higher patient loyalty. Perceived ease of use has a positive effect on patient loyalty. This means that the higher the perceived ease of use of telemedicine, the higher patient loyalty. Patient satisfaction has a positive effect on patient loyalty. This means that the higher the patient satisfaction, the higher the patient loyalty to telemedicine. Patient satisfaction partially mediates perceived usefulness on patient loyalty, meaning that the higher the perceived usefulness of telemedicine, the higher patient loyalty mediated by the high level of patient satisfaction. Patient satisfaction partially mediates perceived ease of use on patient loyalty, meaning that the higher the role of telemedicine perceived ease of use, the higher patient loyalty mediated by the high level of patient satisfaction. Indicators of patient loyalty variables that have values above the average include indicators willing to recommend that is equal to 8.58. Patient satisfaction partially mediates perceived usefulness on patient loyalty, meaning that the higher the perceived usefulness of telemedicine, the higher patient loyalty mediated by the high level of patient satisfaction.

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The results of this study are used as input for agencies related to the expected practical benefits that all stages of the research obtained can broaden insights and simultaneously obtain empirical knowledge regarding the application of perceived usefulness, perceived ease of use, patient satisfaction and patient loyalty. For those who have an interest in the research results, the authors hope that the benefits of the research results can be accepted as a contribution to increasing the role of perceived usefulness, perceived ease of use, patient satisfaction and patient loyalty.

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