

THE INFLUENCE OF TELEMEDICINE SERVICES, PATIENT TRUST, AND SATISFACTION ON INTEREST IN USING DIGITAL HEALTH PLATFORMS

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Abstract

This study aims to analyze the influence of telemedicine services, patient trust, and satisfaction on interest in using digital health platforms. In the digital age, healthcare platforms such as telemedicine offer easy access to medical services, but the adoption of these platforms is influenced by several factors, including patient trust and satisfaction with services. Patient trust relates to their perception of data security and service quality, while satisfaction is influenced by the user's experience during interaction with the platform. The method used in this study is literature review by collecting data from relevant journals and articles published between 2019 and 2023. Data is obtained through international and national databases such as PubMed, Google Scholar, and Scholar. The results show that all three variables have an interrelated role in influencing patients' interest in using digital health platforms. Effective and accessible telemedicine services provide convenience that encourages patients to switch to digital platforms. Patients' confidence in data security and service quality further increases their convenience in using this platform. Patient satisfaction built from positive experiences while interacting with the platform will encourage them to continue using the service.

Keywords: *Telemedicine, patient trust, patient satisfaction, interest, digital health*

INTRODUCTION

In this digital era, many aspects of life can be facilitated through digital platforms, including in the health sector. Digital health platforms, such as telemedicine, allow patients to get medical services without having to come directly to a healthcare facility. This not only increases efficiency in the health service delivery process but also opens wider access for people who may have difficulty accessing health services conventionally. Given the importance of health services in daily life, the use of digital health platforms is increasingly becoming the main choice to meet medical needs (Andriani, 2023).

One of the main factors that affect people's interest in using digital health platforms is the telemedicine service itself. This service provides convenience for patients to consult with medical personnel through various communication channels such as video calls or chats. With this service, patients who are in remote areas or have limited mobility can still receive medical care without having to visit a hospital. Telemedicine offers time flexibility and easier access, which plays a huge role in attracting patient interest (Suara & Retnaningsih, 2022). However, along with the advantages offered, patient trust in digital health platforms is an important factor that cannot be ignored.

Patients' trust in digital health platforms is closely related to their perception of the security of personal data and the quality of services provided. Patients should feel confident that their medical and personal data will be well protected, and that the information they receive is accurate and trustworthy. This trust is also influenced by the credibility of the telemedicine service provider, such as whether the platform works with a reputable hospital or doctor. With the increasing trust in digital health platforms, patients will be more likely to use these services continuously. High trust will also increase patient openness in sharing medical information in more detail, which ultimately increases the effectiveness of health services provided (Ramadhani & Sediawan, 2022).

However, in addition to trust, patient satisfaction also plays a crucial role in their decision to continue or stop using digital health platforms. Patient satisfaction is influenced by the experience they get while interacting with the platform, from ease of use to the quality of service received. Patients who are satisfied with the ease of access, responsiveness of medical personnel, and the features provided by the platform will be more likely to

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continue using the service. This satisfaction is strongly related to the positive experience resulting from the patient's interaction with the telemedicine system (Sitepu & Kosasih, 2024). Therefore, a platform that provides a smooth user experience and adequate services will be more successful in retaining patients and encouraging them to continue using the service.

The relationship between telemedicine, patient trust, and patient satisfaction is key in increasing interest in using digital health platforms. These three variables interact with each other and influence each other in shaping patients' decisions to use telemedicine services on an ongoing basis. Effective and easily accessible telemedicine services will increase patient satisfaction levels (Ullhaque, et al. 2022). This satisfaction, when combined with patients' trust in the security and credibility of the platform, will strengthen their interest in continuing to use digital health platforms (Ratnasari, 2021). Therefore, it is important for digital healthcare providers to pay attention to these three aspects in order to create a platform that can meet the needs and expectations of patients, while driving increased long-term usage.

This study aims to identify and analyze the influence of telemedicine services, patient trust, and satisfaction on interest in using digital health platforms. The results of this study are expected to contribute to the development of more effective strategies in increasing the adoption of telemedicine in the community. In addition, this research can also be a reference for related parties in creating better policies to support digital transformation in the health sector.

LITERATURE REVIEW

Definition of Telemedicine

Telemedicine is a telehealth service that utilizes information and communication technology to improve access and quality of medical services. Based on the Regulation of the Minister of Health No. 20 of 2019, telemedicine includes various types of services, such as teleradiology, teleelectrocardiography, teleultrasound, and clinical teleconsultation. This service allows medical personnel to provide diagnosis, consultation, and treatment without having to meet directly with patients, thereby increasing the efficiency of health services, especially in remote areas. In addition, according to the Decree of the Minister of Health No. HK.01.07/MENKES/650/2017, telemedicine contributes to the equitable distribution of health services and reduces the number of patient referrals to hospitals for certain cases (Yuliaty, et al. 2022).

The development of telemedicine continues to increase along with the advancement of digital technology. In the early 2000s, medical communication was still limited to email and radio-based systems, but it has now evolved into an app-based platform with real-time teleconsultation and e-health features. Several telemedicine platforms that are members of ATENSI (Indonesian Telemedicine Alliance) have collaborated with the Ministry of Health, such as Halodoc, KlikDokter, SehatQ, and Good Doctor. A study by Yusri (2024) highlights that telemedicine can reduce the burden on health facilities and improve service efficiency, but there are still obstacles such as limited digital infrastructure and technology gaps in various regions (Yusri, 2024).

Patient Trust

Trust in health workers is the main element of successful treatment of patients' diseases. No matter how modern the means of treatment and how smart the doctors who treat patients will be meaningless if there is no trust. Patient trust will increase as the quantity and quality of communication between doctors, nurses, midwives and other health workers with patients and their families increases. Low intensity of communication between health workers and patients and their families will cause compulsion that negatively affects the level of patient trust (Ramadhani & Sediawan, 2022).

Patients' trust in health services in hospitals can be seen as the extent to which they have confidence in the ability of health care providers to meet their expectations, as well as the extent to which they believe in the ability of health care providers. The level of patient confidence in goodwill, service guarantees, and credibility from the hospital leads to the emergence of patient trust in the hospital. For this reason, health service providers must do their best to build good relationships, connections and correspondence between the hospital and the patient, including with their families

Patient Satisfaction

Patient satisfaction is the result of the patient's assessment of health services by comparing what is expected in accordance with the reality of the services they receive which is in accordance with what has been planned by a company or agency. The satisfaction of health service users can be concluded as the difference in the

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performance of service institutions with patient expectations. the difference in the performance of service institutions with patient expectations. Understanding the patient's needs and wants is important to improve patient satisfaction. A satisfied patient is a valuable asset because if the patient is satisfied they will continue to use the service of their choice, but if the patient is dissatisfied they will tell others twice as much about their bad experience. To create patient satisfaction, healthcare creates and manages a system to acquire more patients and the ability to retain its patients (Layli, 2022).

The level of patient satisfaction also has a great influence on people's interest in using digital health platforms. Patient satisfaction is influenced by various aspects, including the quality of services provided, the ease of use of the platform, and the responsiveness of medical personnel in handling patient complaints. If patients are satisfied with their experience using telemedicine, they are more likely to continue using the service and even recommend it to others. Conversely, dissatisfaction can lead to decreased interest and increased preference for conventional health services. To create patient satisfaction, creat and manage a system to obtain more patients and the ability to retain its patients.

METHOD

This article is a review literature. A review study includes a summary of the findings in the research literature of a particular topic. The results of the research are information about a problem topic. The information requires a systematic review method so that the information can be used as needed to solve a problem. The data search was carried out by conducting a comprehensive literature review based on major international and national databases (Pubmed, scholars, scholars and databases in Indonesia. The data search was carried out by reviewing journals from 2019 to 2023. The literature review reviewed by the researchers did not focus on randomised controlled trials (RCTs) and controlled studies only, but all studies relating to telemedicine services, patient trust, and patient satisfaction.

RESULTS AND DISCUSSION

The initial search yielded 1125, due to duplication, the authors cited and removed 235 articles, and the authors selected 115 publications, which were further narrowed down to 66 based on the strength of the evidence, relevance and focus on telemedicine services, patient trust, and patient satisfaction. After screening from the completeness of the text, another 55 studies were excluded. The main reason for being removed is the incomplete text of the article. The final result of the articles included in this systematic review is 11 articles.

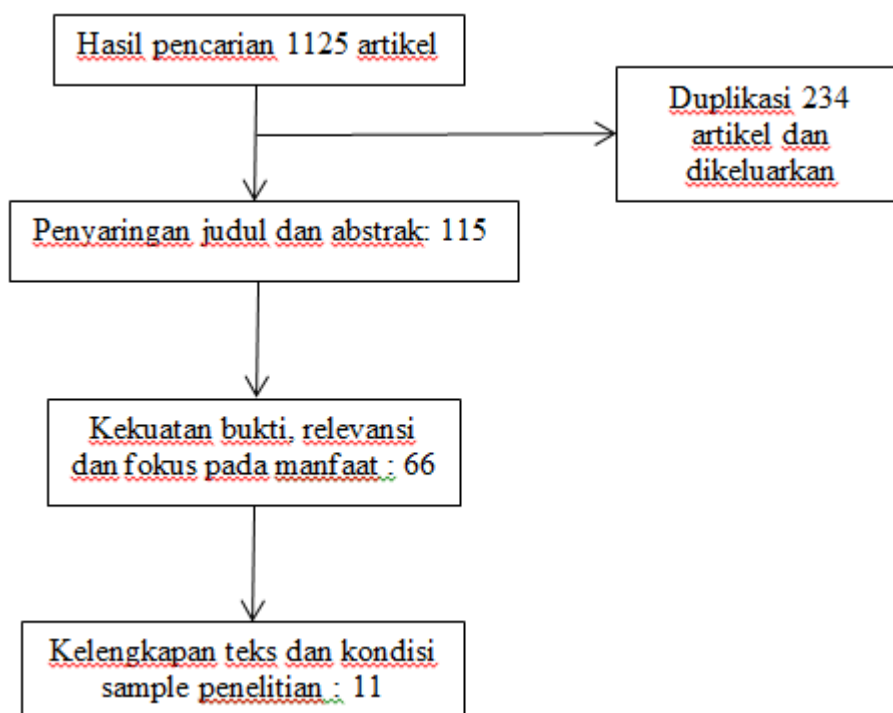


Image : Literature Flow Diagram

The Effect of Medicine Services on Interest in Using Digital Health Platforms

Telemedicine services have become an innovative solution in the world of digital health that allows patients to get medical services without having to come directly to a health facility. Along with the development of information and communication technology, public interest in using telemedicine-based digital health platforms is increasing. Some of the main factors that affect this interest are ease of access, service effectiveness, perceived benefits, trust in the telemedicine system, as well as consideration of costs and economic factors (Yusri, 2024).

One of the main reasons why people are interested in using telemedicine services is the ease of access and flexibility in getting health services. With a digital platform, patients can conduct medical consultations anytime and anywhere without having to visit hospitals or doctors' practices in person. This is especially beneficial for those who live in remote areas with limited access to health facilities. In addition, digital health services also facilitate administration, such as booking appointments, electronic medical records, and online consultations with specialist doctors, all of which can be done through mobile applications or video calls (Hapsari, et al. 2023). Research conducted by Wike Krisdayanti (2021) shows that digital health applications such as JKN Mobile have proven to be effective in providing BPJS Kesehatan services in Medan City, where patients no longer need to come to the BPJS office physically to get the services they need.

The effectiveness and efficiency of services are other factors that contribute to the increasing interest in using telemedicine. Based on the results of a study that examined the relationship between perceived *usefulness* and the desire to use telemedicine services, there was a significant influence between perceived benefits on the adoption rate of these services. The effectiveness of seeking medical information, the availability of additional information that helps patients understand their health conditions, and the ease of obtaining health services without having to queue at the hospital are the main driving factors in the use of digital health platforms. In addition, the existence of interactive features that allow patients to consult directly with doctors in real time further strengthens trust in this service (Susmiyati, 2021).

Public trust in telemedicine services is also an equally important aspect in determining the adoption rate. Factors such as the security of patients' personal data, the accuracy of the diagnosis given, and the competence of medical personnel in providing online services greatly affect the interest in using digital health platforms. Therefore, telemedicine service providers must ensure that their systems meet clear regulatory standards, such as the certification of officially registered medical personnel, the use of encryption technology to protect patient data, and the implementation of strict privacy policies to prevent information leakage. When people feel confident that telemedicine services are safe and reliable, the level of use will increase (Victorya, et al. 2024).

Patient Trust in Interest in Using Digital Health Platforms

Patients' trust in digital health platforms greatly influences their decision to use and continue using digital-based health services. Patients need assurance that the platform is secure and trustworthy in handling their personal and medical data. Based on a study by Ramadhani & Sediawan (2022), data security and privacy protection are key factors in building user trust in digital health services. They point out that transparency in privacy policies and the use of encryption technology to protect personal data greatly affect the level of trust of patients. This trust will be even stronger when the platform demonstrates its ability to maintain the integrity of patient information.

Imran & Ramli (2019) in their research on the use of digital health apps also revealed that the credibility of the platform, including cooperation with reputable professional healthcare providers, can increase patient trust. Patients tend to feel more comfortable using platforms that involve trained medical professionals and have clear certifications. According to their research, platforms that provide tangible evidence of cooperation with leading hospitals or clinics can increase positive perceptions and build long-term trust in patients.

Furthermore, the role of healthcare professional competence and experience is another crucial factor in patient trust. Patients are more inclined to use digital health platforms when they know that the healthcare professionals involved are qualified, experienced, and capable of providing accurate diagnoses and effective treatment plans. Trust in the healthcare provider's ability to deliver quality care is essential, and platforms that invest in ensuring their medical staff are highly trained and possess appropriate credentials can further strengthen patient confidence. Regular training and certification for healthcare providers within the digital platform are essential for maintaining this trust, as patients want to ensure that they are receiving care from professionals who are up-to-date with the latest medical knowledge and practices (Triartama, et al. 2024).

Patients tend to trust platforms that provide accessible and reliable communication channels. The ability to directly interact with healthcare professionals through video calls, chat, or phone consultations helps patients feel more comfortable and assured about the quality of care they are receiving. This form of communication ensures

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that patients are not just receiving generic advice or automated responses but rather personalized care from professionals who understand their unique medical needs. Effective communication also ensures that patients' concerns are addressed promptly, reducing the feeling of isolation that may come with remote consultations. Patients who experience smooth, responsive communication are more likely to trust the platform and feel satisfied with the service, which can lead to sustained use over time (Wijaya, et al, 2024).

Another significant factor contributing to trust in digital health platforms is their ease of use. A user-friendly interface and intuitive design play a vital role in how patients perceive and interact with these platforms. If a platform is difficult to navigate or requires complex steps to access healthcare services, patients may become frustrated or discouraged from using the platform altogether. A seamless, easy-to-use platform ensures that patients can access the care they need with minimal effort, fostering a positive relationship with the platform and encouraging repeated use. Platforms that prioritize user experience by providing simple registration processes, clear instructions, and quick access to healthcare services are more likely to build trust and retain patients.

Patient Satisfaction with Interest in Using Digital Health Platforms

Patient satisfaction with digital health platforms plays a critical role in determining whether patients will continue to use these services over time. As digital health platforms increasingly become a popular alternative to in-person consultations, ensuring that patients are satisfied with their experiences is essential for fostering long-term engagement. A major determinant of patient satisfaction is the ease of use of the platform. Digital health services that offer a user-friendly interface make it simpler for patients to access medical consultations, view their medical records, and communicate with healthcare providers. When patients can easily navigate through the platform without frustration, their overall satisfaction improves. A study by Setyawati et al. (2019) suggests that patients are more likely to use a platform that is intuitive and straightforward, rather than one that requires multiple steps or complicated processes. This ease of use directly correlates with the willingness to return to the platform and the likelihood of recommending it to others.

Moreover, the efficiency with which patients can access medical information also significantly impacts their satisfaction. Platforms that provide timely access to health-related content, such as test results, medication details, and doctor's notes, enhance the convenience of using digital health services. In the context of telemedicine, this means that a patient should be able to quickly schedule appointments, receive prescriptions, and access their health data in a clear and organized manner. Delays in service or difficulties accessing important medical information could leave patients frustrated, which undermines their overall experience. Furthermore, platforms that incorporate features such as appointment reminders or alerts regarding medication schedules add to the efficiency of the system, which in turn enhances patient satisfaction.

Another pivotal factor in patient satisfaction is the quality of interactions between patients and healthcare providers on the platform. As noted by Imran et al. (2021), the communication experience during teleconsultations is paramount. Platforms that allow for clear, responsive, and effective communication between patients and healthcare providers tend to result in higher satisfaction levels. Patients expect their concerns to be heard and addressed promptly, and the quality of these interactions has a direct impact on their trust in the platform. If patients feel that they are being listened to and that the medical advice they receive is personalized and professional, they are more likely to feel satisfied with the service. On the contrary, when patients encounter poor communication such as delayed responses, unhelpful answers, or unclear guidance their satisfaction can significantly decline, reducing the likelihood of continued use.

CONCLUSION

Telemedicine services provide many advantages that encourage people's interest in adopting digital health platforms. Ease of access, time flexibility, and service effectiveness are the main factors that attract patients to use this service. Public trust in the security of personal data and the competence of medical personnel also plays an important role in increasing the use of digital health platforms. When patients feel confident that the platform is safe and reliable, and that it is able to provide accurate and useful medical information, they will be more likely to continue using the service.

Patient satisfaction also greatly influences their decision to continue using digital health platforms. Factors such as ease of use, quality of service, speed of response, and effective communication with medical personnel are important elements in building a positive patient experience. Platforms that provide responsive and accessible services will increase patient satisfaction levels, which in turn will strengthen their interest in using digital

healthcare services in a sustainable manner. Therefore, digital healthcare providers need to ensure that these factors are met to maintain patient satisfaction and interest.

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