



User Satisfaction Assessment of the KlikDokter Application in Indonesia: An End-User Computing Satisfaction (EUCS) Approach

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Abstract

KlikDokter is a digital health platform that provides online consultations with doctors, health articles, drug information, and e-commerce services for health products. Although the public's demand for digital health services continues to grow, many users still feel dissatisfied with the KlikDokter application. This study aims to evaluate user satisfaction with the KlikDokter application using the End-User Computing Satisfaction (EUCS) approach. A descriptive quantitative method with a cross-sectional approach was used. The sample consisted of 392 respondents, and data were collected through an online questionnaire distributed via social media. Data analysis employed the Spearman Rank test with a 95% confidence level. The results showed that the majority of respondents were aged 18–25 years (55.1%), held a bachelor's degree (66.6%), and resided on the island of Java (51.8%). All EUCS dimensions—content ($r=0.630$), accuracy ($r=0.634$), format ($r=0.654$), ease of use ($r=0.725$), and timeliness ($r=0.609$)—had a highly significant relationship with user satisfaction ($p=0.000$). Overall, the KlikDokter application is recommended for conducting online consultations. However, in terms of timeliness, it is suggested that real-time support be improved through live chat features or more accessible customer service assistance.

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Introduction

Digital technology has grown rapidly in recent decades, particularly in the healthcare sector. Innovations in mobile health (mHealth) applications have changed service delivery by enabling easier and more efficient access. In 2024, the Association of Indonesian Internet Service Providers (APJII) reported that internet penetration in Indonesia reached 79.5% of the population (APJII, 2024). Smartphone ownership has also increased, making Indonesia one of the largest mobile markets in Southeast Asia. KlikDokter, launched in 2008 and acquired by PT Kalbe Farma Tbk in 2016, is one of the pioneers of digital health transformation in Indonesia. It provides teleconsultation, e-prescriptions, and health information. Despite its popularity, many users report dissatisfaction with its services. Compared to other platforms such as Halodoc, Alodokter, and SATUSEHAT, research focusing specifically on KlikDokter is still limited.

Previous studies using the End-User Computing Satisfaction (EUCS) model confirm that content quality, accuracy, ease of use, and timeliness are major determinants of satisfaction (Doll & Torkzadeh, 1988; Astuti & Waluyo, 2022; Ghozali et al., 2023; Duplaga, 2022). However, most of these studies examine other applications or different populations. There is a lack of peer-reviewed evidence addressing KlikDokter in the Indonesian context.

This study therefore aims to evaluate user satisfaction with the KlikDokter application using the EUCS framework, contributing evidence to improve digital health services in Indonesia.

Methods

This study employed a cross-sectional quantitative design. Data were collected through an online questionnaire based on the EUCS framework and distributed via social media platforms (WhatsApp, Instagram, X, and TikTok). The questionnaire included 28 indicators across six EUCS dimensions: content,

accuracy, format, ease of use, timeliness, and user satisfaction. The instrument was adapted from Doll & Torkzadeh (1988) and validated in Indonesian studies (Isnaini, 2022), with Cronbach's alpha = 0.983.

The population consisted of all KlikDokter users in Indonesia (>1 million in 2024). The minimum sample size was calculated using Slovin's formula at a 5% margin of error, resulting in 385 respondents. A total of 392 valid responses were collected, exceeding the minimum requirement. Inclusion criteria were users aged 18 years or older who had used the KlikDokter app at least once and consented to participate. Exclusion criteria included incomplete responses or age under 18 years. Purposive sampling was applied. Data analysis included descriptive statistics and Spearman's Rank correlation at a 95% confidence level. Ethical approval was obtained from the Research Ethics Committee, Faculty of Health, Universitas Dian Nuswantoro, No: 000123/UDINUS/2025.

Results

The following is a table of respondent characteristics that describes the distribution of data to represent respondents in filling out the questionnaire in Table 1.

Table 1. Distribution of Respondent Characteristics (n=392)

Respondent Characteristics	(f)	(%)
Gender		
Male	184	46.9%
Female	208	53.1%
Age		
18-25	216	55.1%
26-35	166	42.3%
36-50	10	2.6%
Education		
Junior High School	1	0.3%
High School	113	28.8%
S1	261	66.6%
S2	17	4.3%
Occupation		
Not Working	132	33.7%
Private Employee	191	48.7%
Public Servant	50	12.8%
Health Worker	19	4.8%
Place of Residence		
Java Island	203	51.8%
Kalimantan Island	67	17.1%
Sulawesi Island	44	11.2%
Sumatra Island	69	17.6%
Papua Island	9	2.3%
Total	392	100%

The majority of respondents were female (53.1%), aged 18-25 years (55.1%), held a bachelor's degree (66.6%), and resided on Java Island (51.8%). Most participants were employed in the private sector (48.7%).

Table 2. Frequency Distribution of Content, Accuracy, Format, Ease of Use, Timeliness Variables (n=392)

No	Content	Content									
		STS		TS		N		S		SS	
		n	%	n	%	n	%	n	%	n	%
1	Aplikasi KlikDokter menyediakan konten informasi yang sesuai dengan kebutuhan saya.	28	7,1%	42	10,7%	1	0,3%	171	43,6%	150	38,3%
2	Aplikasi KlikDokter memberikan informasi yang lengkap kepada pengguna	32	8.2%	38	9,7%	2	0,5%	157	40,1%	163	41,6%
3	Aplikasi KlikDokter memberikan hasil yang dapat memenuhi kebutuhan saya	32	8.2%	37	9.4%	2	0.5%	154	39.3%	167	42.6%
4	Aplikasi	37	9.4%	32	8.2%	1	0,3%	148	37.8	17	44.4%

	KlikDokter dapat memberikan manfaat bagi keperluan Kesehatan saya.							%	4		
5	Konten yang terdapat didalam aplikasi KlikDokter memiliki kualitas yang baik.	31	7.9%	39	9,9%	5	1.3%	158	40.3%	15	40.6%
6	Proses pengolahan informasi aplikasi KlikDokter sudah sesuai dengan sistem yang berjalan.	26	6.6%	43	11.0%	2	0.5%	167	42.6%	15	39.3%
		<i>Accuracy</i>									
		<i>Accuracy</i>		STS		TS		N		S	
		N	%	n	%	N	%	n	%	n	%
1	Aplikasi KlikDokter menghasilkan informasi yang benar.	25	6.4%	45	11.5%	1	0.3%	164	41.8%	157	40.1%
2	Informasi yang diberikan KlikDokter akurat dan memberikan informasi yang konsisten.	32	8.2%	37	9.4%	6	1.5%	174	44.4%	143	36.5%
3	Aplikasi KlikDokter bekerja sesuai dengan standar yang telah di tentukan.	26	6.6%	44	11.2%	2	0.5%	138	35.2%	182	46.4%
4	Aplikasi KlikDokter menghasilkan informasi yang dapat dipercaya.	28	7.1%	42	10.7%	2	0.5%	171	43.6%	149	38.0%
		<i>Format</i>									
		<i>Format</i>		STS		TS		N		S	
		N	%	n	%	N	%	n	%	n	%
1	Aplikasi KlikDokter memberikan format informasi yang menarik bagi saya.	28	7.1%	42	10.7%	4	1.0%	157	40.1%	161	41.1%

2	Aplikasi KlikDokter memiliki format informasi yang sudah jelas.	33	8.4%	37	9.4%	1	0.3%	163	41.6%	158	40.3%
3	Aplikasi KlikDokter menampilkan format informasi yang berkualitas yang baik.	32	8.2%	38	9.7%	2	0.5%	171	43.6%	149	38.0%
4	Aplikasi KlikDokter dapat tampilan yang mudah dipahami.	27	6.9%	42	10.7%	2	0.5%	155	39.5%	166	42.3%

<i>Ease Of Use</i>		<i>Ease Of Use</i>									
		STS		TS		N		S		SS	
		N	%	N	%	N	%	n	%	n	%
1	Aplikasi KlikDokter memiliki sistem mudah digunakan.	29	7.4%	41	10.5%	1	0.3%	181	46.2%	140	35.7%
2	Penggunaan menu dalam aplikasi KlikDokter mudah dipahami.	25	6.4%	45	11.5%	2	0.5%	152	38.8%	168	42.9%
3	Aplikasi KlikDokter nyaman digunakan	27	6.9%	43	11.0%	1	0.3%	168	42.9%	153	39.0%
4	Aplikasi KlikDokter dapat diakses dengan mudah	31	7.9%	38	9.7%	2	0.6%	178	45.4%	143	36.5%
5	Aplikasi KlikDokter memberikan kemudahan dalam berkonsultasi dengan dokter.	31	7.9%	37	9.4%	6	1.5%	179	45.7%	139	35.5%

<i>Timeliness</i>		<i>Timeliness</i>									
		STS		TS		N		S		SS	
		N	%	n	%	N	%	n	%	n	%
1	Aplikasi KlikDokter menghasilkan informasi terkini	31	7.9%	39	9.9%	4	1.0%	172	43.9%	146	37.2%
2	Aplikasi KlikDokter memiliki tingkat kesiapan	30	7.7%	40	10.2%	1	0.3%	165	42.1%	156	39.8%

	informasi yang dapat digunakan oleh pengguna dalam waktu tertentu.										
3	Aplikasi KlikDokter memberikan informasi yang saya butuhkan secara tepat waktu.	31	7.9%	38	9.7%	2	0.5%	173	44.1%	148	37.8%
4	Aplikasi KlikDokter memberikan bantuan kepada pengguna apabila mengalami kendala secara real time.	29	7.4%	41	10.5%	3	8%	190	48.5%	129	32.9%

Table 3. Relationship between *Content, Accuracy, Format, Ease of Use, Timeliness* with User Satisfaction (n=392)

Variabel	R	P
<i>Content</i>	0.630	0.000
<i>Accuracy</i>	0.634	0.000
<i>Format</i>	0.654	0.000
<i>Ease of Use</i>	0.725	0.000
<i>Timeliness</i>	0.609	0.000

Notes: Spearmen Correlation Test

Overall, users rated KlikDokter positively across all EUCS dimensions. Spearman correlation analysis showed significant positive relationships between all EUCS variables and user satisfaction: content ($r = 0.630$, $p < 0.001$), accuracy ($r = 0.634$, $p < 0.001$), format ($r = 0.654$, $p < 0.001$), ease of use ($r = 0.725$, $p < 0.001$), and timeliness ($r = 0.609$, $p < 0.001$). Among these, ease of use demonstrated the strongest association with satisfaction, while timeliness was the lowest.

Discussion

This study found that all EUCS dimensions significantly influenced user satisfaction with KlikDokter, consistent with findings from previous studies on other health applications (Astuti & Waluyo, 2022; Handasari et al., 2024). Ease of use emerged as the strongest predictor, highlighting the importance of intuitive interfaces and accessible features in digital health adoption. The dominance of younger, educated respondents (18–25 years) may explain this, as such users are highly familiar with technology and have high expectations for usability.

Timeliness, although significant, showed the weakest relationship. This suggests that real-time responsiveness, such as live chat with doctors or instant technical support, remains an area for improvement. Similar findings have been reported in studies on Halodoc and SATUSEHAT, where delays in consultation responses reduced satisfaction levels (Anggriani et al., 2023). Future development of KlikDokter should focus on improving real-time interaction features to meet user expectations.

Limitations of this study include its reliance on online purposive sampling, which may bias results toward younger and urban populations, particularly those living on Java. Additionally, the questionnaire consisted of only positively worded items, potentially leading to response bias. These limitations should be addressed in future research by using more representative sampling methods and balanced measurement tools.

Conclusion

The conclusion in this study is that there is a very significant relationship between the variables of *content, accuracy, format, timeliness, ease of use* on user satisfaction of the KlikDokter application. The KlikDokter application is recommended for conducting online consultation services. The findings of this study contribute to factors related to user satisfaction with health applications. However, in terms of timeliness, it is necessary to improve user assistance services in real time, through live chat features or easily accessible customer service support.

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