Antecedents And Consequences Of Electronic Word-Of-Mouth Halodoc

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Abstract.

This study was conducted to determine the effect of electronic word of mouth on facilitating conditions, perceived risk, perceived interactivity, perceived usefulness, confirmation of halodoc performance expectations and price mediated by intention to continued use and patient satisfaction with halodoc. Data collection was carried out using total sampling of Halodoc application users by distributing questionnaires containing 45 questions with a Likert Scale of 1 - 5, then the data was analyzed using the PLS-SEM method. The results of this study state that facilitating conditions, perceived interactivity and perceived usefulness have a positive influence on intention to continued use of Halodoc, as well as perceived usefulness, confirmation of Halodoc performance expectations and price have a positive influence on patient satisfaction with Halodoc. Perceived risk has a negative influence on intention to continued use of Halodoc. Intention to continued use of Halodoc and patient satisfaction with Halodoc can mediate electronic word of mouth, but perceived interactivity and perceived usefulness do not have a significant effect on Intention to Continued Use of Halodoc.

Keywords: *Electronic Word of Mouth (eWOM), Perceived Risk, Perceived Usefulness, Patient Satisfaction,and Intention to Continued Use.*

I. INTRODUCTION

Hospitals aiming to enhance word-of-mouth (WOM) promotion must thoroughly understand the factors influencing patient satisfaction and how these factors can elevate it. This is crucial for evaluating patient WOM, a topic explored by numerous experts. For instance, Jenkinson et al. identified key determinants of patient satisfaction, highlighting the roles of physical comfort, emotional support, and information communication. However, patient satisfaction fundamentally pertains to their subjective perception of telemedicine services (Jenkinson, 2002). In the competitive landscape of healthcare applications, Halodoc faces several challenges impacting patient satisfaction. Febiola's research indicates that Halodoc's services generally fall short of patient expectations, citing issues like limited consultation time, slow doctor responses, and insufficient detail in handling patient complaints (Febiola & Samanhudi, 2022). Other studies have linked user satisfaction with the frequency of Halodoc application use, suggesting that higher usage correlates with greater satisfaction and a desire to continue using the app (Setiawan & Suroso, 2022).The use of applications involving personal data and transactions can heighten user awareness. Research on perceived risk in internet banking shows that individuals with high self-confidence are less affected by perceived risk when deciding to use such services (Marafon et al., 2018). Similarly, in mobile health applications, higher perceived risk reduces the intention to continue using the app (Gu et al., 2018). Factors like perceived usefulness and technology interactivity also influence users' willingness to use health service applications (Sun et al., 2024).

Halodoc, a prominent healthcare platform in Indonesia, supports online health consultations with qualified doctors. Despite its popularity, research indicates challenges in facilitating effective patient behavior and motivation (Setiawan & Suroso, 2022). Generally, patient WOM is based on their perception of healthcare service quality, with satisfaction being a prerequisite for positive WOM behavior.Telemedicine, regulated by Permenkes No. 20 of 2019, aims to improve healthcare access and quality through technology, enabling remote health services (Permenkes No. 20 Tahun 2019 Tentang Pelayanan Telemedicine, 2019). The digital healthcare industry has significantly advanced, with many doctors using digital health apps in their daily routines (Kukafka, 2019). Telemedicine's convenience impacts traditional doctor visits, allowing patients to choose doctors based on WOM and previous treatment outcomes. Effective communication

between doctors and patients is vital for treatment success and fostering trust, which in turn enhances patient WOM. Studies have shown that good communication and holistic treatment positively impact patient optimism and trust (Qudah & Luetsch, 2019). Information and Communication Technology (ICT) platforms can improve patient engagement and symptom assessment through efficient doctor-patient communication (Sundberg et al., 2015). Therefore, patient wellness is crucial for building trust and increasing positive WOM for healthcare institutions.

II. METHODS

This study investigates how Halodoc's social media marketing influences user perceptions and their likelihood to visit the platform again. Halodoc, a leading Indonesian online healthcare platform, leverages social media to achieve marketing and user engagement goals. Research Design and Methodology: 1) Case Study Approach: A case study approach was employed, focusing on individual users with experience using Halodoc's services. This in-depth analysis aimed to understand the complex interactions between variables within the specific context of Halodoc's social media strategy; 2) Quantitative Data Collection: A quantitative approach using surveys was used to collect data. Data collection occurred from December 2023 to April 2022 via questionnaires with a Likert scale (1-5). The questionnaire included questions to measure the following variables:

1. Dependent Variable: Electronic Word of Mouth (eWOM) - how users spread information about Halodoc.
    a. Independent Variables:
    b. Intention to Continue Using Halodoc
    c. Patient Satisfaction with Halodoc (including sub-variables like perceived usefulness and confirmation of expectations)
2. Mediating Variables:
    a. Intention to Continue Using Halodoc
    b. Patient Satisfaction with Halodoc
3. Sample Selection:
    a. Sample Size: A sample size of 91 Halodoc user respondents was determined using the Slovin Formula.
    b. Sampling Method: Due to limitations during the pandemic, a non-probability sampling technique, specifically Judgmental Sampling, was chosen. This method involved selecting respondents who were Halodoc users and thus relevant to the research objectives.
4. Data Analysis:
    a. Data Collection Techniques: Data was collected through two methods:
        1) Field Research: Questionnaires were distributed to Halodoc users. The questionnaire format was open-ended, allowing for detailed responses.
        2) Library Research: A literature review was conducted to gather relevant theories and studies to support data analysis.
    b. Statistical Methods: Partial Least Squares (PLS) with SmartPLS version 4 was used to analyze the data. PLS was chosen due to its suitability for smaller sample sizes and various data scales (categorical, ordinal, interval). PLS helped assess the relationships between latent variables, test hypotheses, and build a model for understanding the complex relationships within the research framework.
    c. Model Evaluation: The analysis focused on both the outer model and the inner model:
    d. Outer Model: The outer model evaluation assessed the quality of measurement for the latent variables. The focus was on ensuring formative indicators had significant regression weights and directions aligned with the hypotheses, while reflective indicators demonstrated strong correlations and relationships with the latent variables they measured.
    e. Inner Model: The inner model evaluation involved path analysis to examine the strength and direction of the relationships between latent variables as hypothesized. Additionally, model

validation was conducted to assess the model's fit with the data through path coefficient significance, goodness-of-fit measures, and residual checks.

This detailed methodology allows researchers to replicate the study exactly, ensuring transparency and the potential for further exploration in this area. By analyzing how Halodoc's social media marketing content influences user perceptions and Electronic Word of Mouth (eWOM), this research aims to contribute valuable insights to the understanding of effective marketing strategies in online healthcare.

III. RESULT AND DISCUSSION

Respondent Characteristic

Respondents in this study were obtained through questionnaires distributed online from January to April 2024. The questionnaire was distributed online via google form, by means of a questionnaire link given to eligible respondents. A total of 189 respondents have responded to this research. Respondents can only fill out the questionnaire if the respondent is willing to become a respondent in this study and if they meet the criteria, namely respondents who have consulted online at Halodoc. The following is a description of the demographics of respondents in this study in the form of gender, age, domicile, and occupation.

Table 1. Respondent Characteristic Result Survey

Description	Category	Amount	Percentage
Sex	Male	113	59.2%
	Female	76	61%
Age	13 - 28 years	82	43.1%
	29 - 46 years	78	40.8%
	47 - 58 years	19	10%
	> 58 years	11	6.2%
City	Jakarta	51	26.9%
	Bogor	36	19.2%
	Depok	31	16.2%
	Tangerang	39	20.8%
	Bekasi	31	16.2%
	Others	1	0.8%
Job	Private Employee	57	30%
	Public Servant	54	28.5%
	Professional	16	8.5%
	Student or College Student	31	16.2%
	Self-employed	29	15.4%
	Others	2	1.5%

Source: Primary Data Processed, 2024

Table 1. presents the demographic characteristics of the 189 respondents who participated in the survey on the Halodoc application. The gender distribution shows a higher proportion of males (59.2%) compared to females (40.8%). Age-wise, the largest group of respondents falls within the 13-28 years category (43.1%), followed by those aged 29-46 years (40.8%), with smaller percentages in the 47-58 years (10%) and over 58 years (6.2%) categories. Geographically, respondents are primarily from Jakarta (26.9%), with significant representations from Tangerang (20.8%), Bogor (19.2%), Depok and Bekasi (both 16.2%), and a minimal percentage from other cities (0.8%). In terms of occupation, the majority are private employees (30%) and public servants (28.5%), followed by students or college students (16.2%), self-employed individuals (15.4%), professionals (8.5%), and a small number in other occupations (1.5%). This demographic breakdown provides a comprehensive overview of the survey participants, which is crucial for contextualizing the study's findings and assessing their generalizability.

Outer Model Test

Outer loading testing using PLS-SEM is carried out to test validity and reliability. It is known that the outer loading value on all 45 indicators is> 0.7, which already meets the validity requirements based on the loading value. Furthermore, validity testing is carried out based on the average variance extracted (AVE) value.

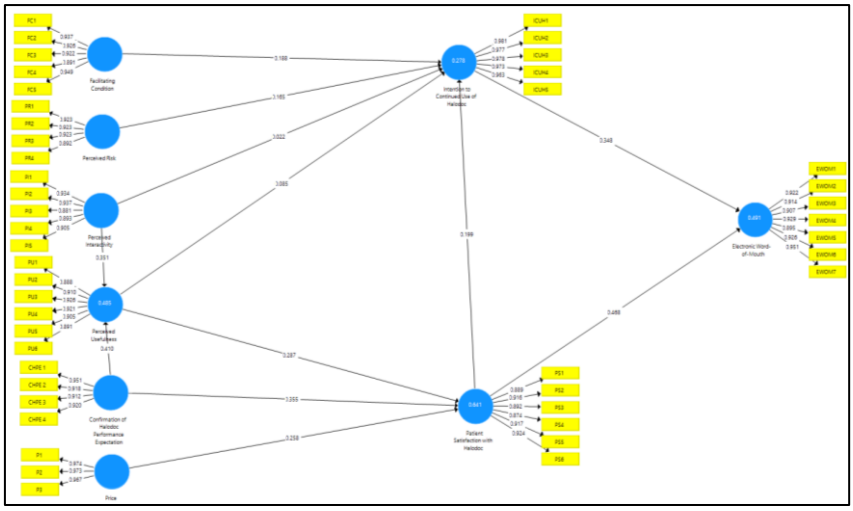

Fig 1. Outer Model Test Result

Source: Primary Data Processed, 2024

Convergent Validity Test

Table 2. Convergent Validity Test Result

Variable	Indicator	Loading Factor (>0,70)	AVE(>0,5)
Facilitating Condition	FC1	0.937	0,856
	FC2	0.926	
	FC3	0.922	
	FC4	0.891	
	FC5	0.949	
Perceived Risk	PR1	0.923	0,837
	PR2	0.923	
	PR3	0.923	
	PR4	0.892	
Perceived Interactivity	PI1	0.934	0,829
	PI2	0.937	
	PI3	0.881	
	PI4	0.893	
	PI5	0.905	
Perceived Usefulness	PU1	0.888	0,823
	PU2	0.910	
	PU3	0.926	
	PU4	0.921	
	PU5	0.905	
	PU6	0.891	
Confirmation of Halodoc Performance Expectation	CHPE1	0.951	0,856
	CHPE2	0.918	
	CHPE3	0.912	
	CHPE4	0.920	
Price	P1	0.974	0,994
	P2	0.973	
	P3	0.967	
Patient Satisfaction with Halodoc	PS1	0.889	0,813
	PS2	0.916	
	PS3	0.892	
	PS4	0.874	
	PS5	0.917	
	PS6	0.924	
Intention to Continued Use of Halodoc	ICUH1	0.981	0,949
	ICUH2	0.977	
	ICUH3	0.978	

Variable	Indicator	Loading Factor (>0,70)	AVE(>0,5)
	ICUH4	0.973	
	ICUH5	0.963	
Electronic Word-of-Mouth	EWOM1	0.922	0,848
	EWOM2	0.914	
	EWOM3	0.907	
	EWOM4	0.929	
	EWOM5	0.895	
	EWOM6	0.926	
	EWOM7	0.951	

Source: Primary Data Processed, 2024

Convergent validity is a crucial aspect of construct validity that assesses how closely related a test is to other tests measuring the same or similar constructs. It is typically evaluated alongside discriminant validity to establish overall construct validity. In the context of Table 2, the convergent validity test results demonstrate strong evidence for the reliability and validity of the measurement scales used in the study of Halodoc. The table presents loading factors for various indicators across 10 main variables, with all values exceeding the recommended threshold of 0.70. Additionally, the Average Variance Extracted (AVE) values for each construct are well above the 0.5 benchmark, ranging from 0.813 to 0.994. These high loading factors and AVE values indicate that the indicators effectively measure their intended constructs, suggesting good convergent validity across all variables examined in the study. This robust convergent validity supports the overall construct validity of the measurement tools used to assess user perceptions, intentions, and experiences with the Halodoc platform.

Discriminant Validity Test (HTMT)

Table 3. Discriminant Validity Test (HTMT) Result

Variabel	Confirmation of Halodoc Performance Expectation	Electronic Word-of-Mouth	Facilitating Condition	Intention to Continued Use of Halodoc	Patient Satisfaction with Halodoc	Perceived Interactivity	Perceived Risk	Perceived Usefulness
Electronic Word-of-Mouth	0.562							
Facilitating Condition	0.720	0.461						
Intention to Continued Use of Halodoc	0.425	0.576	0.442					
Patient Satisfaction with Halodoc	0.772	0.652	0.653	0.481				
Perceived Interactivity	0.710	0.553	0.608	0.399	0.751			
Perceived Risk	0.466	0.462	0.366	0.372	0.492	0.411		
Perceived Usefulness	0.680	0.549	0.638	0.421	0.717	0.658	0.398	
Price	0.779	0.639	0.675	0.377	0.736	0.689	0.490	0.679

Source: Primary Data Processed, 2024

The Discriminant Validity Test using the Heterotrait-Monotrait (HTMT) ratio of correlations is a crucial method for assessing the distinctiveness of constructs in structural equation modeling. In this table, HTMT values are presented for various constructs related to Halodoc, including Confirmation of Halodoc Performance Expectation, Electronic Word-of-Mouth, Facilitating Condition, Intention to Continued Use of Halodoc, Patient Satisfaction with Halodoc, Perceived Interactivity, Perceived Risk, Perceived Usefulness, and Price. The HTMT values range from 0.366 to 0.779, with most falling below the conservative threshold of 0.85, indicating good discriminant validity between the constructs. Notably, the highest HTMT value

(0.779) is observed between Confirmation of Halodoc Performance Expectation and Price, while the lowest (0.366) is between Perceived Risk and Facilitating Condition. These results suggest that the constructs in the study are sufficiently distinct from each other, supporting the overall validity of the measurement model. The generally low HTMT ratios indicate that the true correlations between the constructs are likely to be distinct, enhancing confidence in the study's findings regarding user perceptions and intentions related to Halodoc.

Reliability Test

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
Confirmation of Halodoc Performance Expectation	0.944	0.960
Electronic Word-of-Mouth	0.970	0.975
Facilitating Condition	0.958	0.967
Intention to Continued Use of Halodoc	0.987	0.989
Patient Satisfaction with Halodoc	0.954	0.963
Perceived Interactivity	0.948	0.960
Perceived Risk	0.936	0.954
Perceived Usefulness	0.957	0.965
Price	0.970	0.981

Source: Primary Data Processed, 2024

The reliability test results presented in Table 4 provide strong evidence for the internal consistency and reliability of the measurement scales used in the Halodoc study. The table reports two key reliability metrics: Cronbach's Alpha and Composite Reliability, for nine constructs related to user perceptions and intentions regarding Halodoc. Both metrics are widely used to assess the reliability of psychometric scales, with values above 0.7 generally considered acceptable, and values above 0.9 indicating excellent reliability. In this case, all constructs demonstrate exceptionally high reliability, with Cronbach's Alpha values ranging from 0.936 to 0.987 and Composite Reliability values ranging from 0.954 to 0.989. The construct "Intention to Continued Use of Halodoc" shows the highest reliability (Cronbach's Alpha: 0.987, Composite Reliability: 0.989), while "Perceived Risk" has the comparatively lowest, yet still excellent, reliability scores (Cronbach's Alpha: 0.936, Composite Reliability: 0.954). These consistently high reliability scores across all constructs indicate that the measurement items within each scale are highly interrelated and measure the same underlying concept, providing a solid foundation for the validity of the study's findings and conclusions about user interactions with the Halodoc platform.

Inner Model Test

In testing the inner model using one-tailed hypothesis testing and bootstrapping in PLS-SEM. Bootstrapping is a nonparametric procedure that aims to predict the relationship between latent variables from various PLS-SEM results. It is done to explain the relationship between variables and show the direction of the relationship. In this test, the value of collinearity, R square, Q square, F square, and research hypotheses.

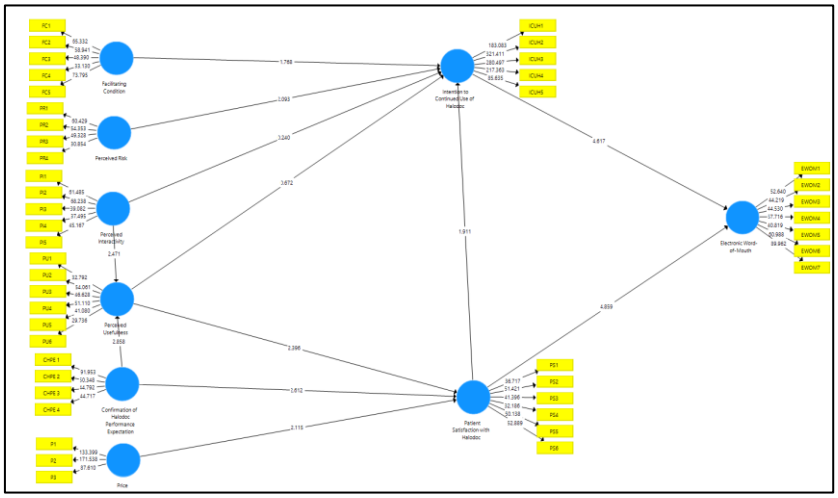

Fig 2. Inner Model Test Result

Source: Primary Data Processed, 2024

Collinearity Test

In testing the structural model (inner model) is carried out to measure multicollinearity in order to determine the relationship between independent constructs and the possibility of collineriatas or not. Multicollinearity is a situation where there is a strong correlation or relationship between a variable on three or more other independent variables in a multiple regression model. Multicollinearity testing is carried out based on the Variance Inflation Factor (VIF) value where if the value is < 3, it is in the ideal category, while the value between 3-5 is still in the acceptable collinearity category, and if the value is> 5, it is stated that there is multicollinearity in the research model.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Variable	Electronic Word-of-Mouth	Intention to Continued Use of Halodoc	Patient Satisfaction with Halodoc	Perceived Usefulness
Confirmation of Halodoc Performance Expectation			2,499	1,826
Electronic Word-of-Mouth				
Facilitating Condition		1,892		
Intention to Continued Use of Halodoc	1,278			
Patient Satisfaction with Halodoc	1,278	2,823		
Perceived Interactivity		2,281		1,826
Perceived Risk		1,297		
Perceived Usefulness		2,206	1,942	
Price			2,545	

Source: Primary Data Processed, 2024

Variance Inflation Factors (VIFs) are crucial diagnostic tools used to detect multicollinearity among predictors in multiple linear regression models. This paper explores VIF formulas for four simple regression models incorporating both numeric and dummy variables: 1) one numeric and one dummy, 2) one numeric, one dummy, and their cross-product, 3) two numerics (the standard simple collinearity example), and 4) two numerics and one dummy. The authors provide formulas for the X-matrix, correlation matrix R, and VIFs for these models, along with conditions for VIFs being "large" or equal to 1 and for I = R. They illustrate the application of these formulas using an economic example and offer general conclusions about using VIFs in regression models with dummy variables. The paper emphasizes that while VIFs are commonly used to identify a predictor's contribution to collinearity problems, their interpretation becomes more complex when dummy variables are involved, necessitating a deeper understanding of their behavior in such contexts.

Determination Coefficient Test (R2)

Table 6. Determination Coefficient Test (R2) Result

Variable	R Square	Catagoru
Electronic Word-of-Mouth	0,491	Low
Intention to Continued Use of Halodoc	0,278	Low
Patient Satisfaction with Halodoc	0,641	Medium
Perceived Usefulness	0,485	Low

Source: Primary Data Processed, 2024

The Determination Coefficient Test (R2) results presented in Table 6 provide insights into the explanatory power of the model for four key variables related to Halodoc, a healthcare application or service. The R-squared values range from 0.278 to 0.641, indicating varying degrees of explanatory power across the variables. Patient Satisfaction with Halodoc shows the highest R-squared value of 0.641, categorized as "Medium," suggesting that the model explains 64.1% of the variance in patient satisfaction. However, the other three variables - Electronic Word-of-Mouth (R2 = 0.491), Perceived Usefulness (R2 = 0.485), and Intention to Continued Use of Halodoc (R2 = 0.278) - are all categorized as "Low," indicating that the model has limited explanatory power for these constructs. These results imply that while the model provides some valuable insights, particularly for patient satisfaction, there may be additional factors not included in the current model that could further explain the variance in electronic word-of-mouth, perceived usefulness, and

users' intention to continue using Halodoc. This suggests potential areas for future research to enhance the model's explanatory power and provide a more comprehensive understanding of user behavior and perceptions related to the Halodoc platform.

Predictive Relevance Test (Q^2)

Table 7. Predictive Relevance Test (Q^2) Result

Variable	Q^2
Electronic Word-of-Mouth	0.410
Intention to Continued Use of Halodoc	0.257
Patient Satisfaction with Halodoc	0.511
Perceived Usefulness	0.396

Source: Primary Data Processed, 2024

The Predictive Relevance Test (Q2) results presented in Table 7 offer valuable insights into the predictive power of the model for four key variables related to Halodoc, a healthcare application or service. All Q2 values are positive, ranging from 0.257 to 0.511, indicating that the PLS path model has predictive relevance for all constructs examined. Patient Satisfaction with Halodoc shows the highest Q2 value (0.511), suggesting strong predictive relevance, followed by Electronic Word-of-Mouth (0.410) and Perceived Usefulness (0.396), both demonstrating moderate predictive power. The Intention to Continued Use of Halodoc has the lowest Q2 value (0.257), but still indicates some predictive relevance. These results collectively suggest that the model provides meaningful insights into user perceptions and behaviors related to the Halodoc platform, with particularly strong predictive capability for patient satisfaction. The positive Q2 values across all constructs support the model's validity and usefulness in understanding and predicting user interactions with Halodoc, although there may be room for improvement in predicting users' intentions for continued use.

Effect Size Test (F^2)

Table 8. Effect Size Test (F^2) Result

Variabel	Electronic Word-of-Mouth	Intention to Continued Use of Halodoc	Patient Satisfaction with Halodoc	Perceived Usefulness
Confirmation of Halodoc Performance Expectation			0,141	0,179
Electronic Word-of-Mouth				
Facilitating Condition		0,026		
Intention to Continued Use of Halodoc	0,186			
Patient Satisfaction with Halodoc	0,336	0,019		
Perceived Interactivity		0,000		0,131
Perceived Risk		0,029		
Perceived Usefulness		0,004	0,118	
Price			0,073	

Source: Primary Data Processed, 2024

The Effect Size Test (F2) results presented in Table 8 provide insights into the strength of relationships between various variables in the Halodoc study. F2 values typically indicate small (0.02), medium (0.15), and large (0.35) effect sizes. In this model, Patient Satisfaction with Halodoc shows the strongest effect (0.336) on Electronic Word-of-Mouth, suggesting a medium to large influence. Confirmation of Halodoc Performance Expectation demonstrates medium effects on both Patient Satisfaction (0.141) and Perceived Usefulness (0.179). Other notable relationships include Perceived Interactivity's small to medium effect (0.131) on Perceived Usefulness, and Intention to Continued Use of Halodoc's medium effect (0.186) on Electronic Word-of-Mouth. Several relationships exhibit small effects, such as Perceived Usefulness on Patient Satisfaction (0.118) and Price on Patient Satisfaction (0.073). Interestingly, some variables show very small effects (< 0.05) on Intention to Continued Use of Halodoc, including Facilitating Condition, Perceived

Risk, and Perceived Usefulness, while Perceived Interactivity shows no effect (0.000) on this variable. These results highlight the varying degrees of influence different factors have on user perceptions and behaviors related to the Halodoc platform, with patient satisfaction playing a particularly crucial role in driving electronic word-of-mouth.

Hypothesis Test

Table 9. Hypothesis Test Result

Hypothesis	*Standard Deviation*	T Statistic (>1,645)	P values (<0,05)	Description
H1 : Facilitating Condition → Intention to Continued Use of Halodoc	0.136	2.612	0.005	Supported
H2 : Perceived Risk → Intention to Continued Use of Halodoc	0.144	2.858	0.002	Supported
H3 : Perceived Interactivity → Intention to Continued Use of Halodoc	0.106	1.768	0.039	Supported
H4 : Perceived Usefulness → Patient Satisfaction with Halodoc	0.075	4.617	0.000	Supported
H5 : Confirmation of Halodoc Performance Expectation → Perceived Usefulness	0.096	4.859	0.000	Supported
H6 : Confirmation of Halodoc Performance Expectation → Patient Satisfaction with Halodoc	0.104	1.911	0.028	Supported
H7 : Price → Patient Satisfaction with Halodoc	0.090	0.240	0.405	Not supported
H8 : Perceived Usefulness → Intention to Continued Use of Halodoc	0.142	2.471	0.007	Supported
H9 : Perceived Usefulness → Patient Satisfaction with Halodoc	0.079	2.093	0.018	Supported
H10 : Patient Satisfaction with Halodoc → Intention to Continued Use of Halodoc	0.126	0.672	0.251	Not supported
H11 : Patient Satisfaction with Halodoc → Electronic Word-of-Mouth	0.120	2.396	0.008	Supported
H12 : Intention to Continued Use of Halodoc → Electronic Word-of-Mouth	0.122	2.115	0.017	Supported

Source: Primary Data Processed, 2024

The hypothesis test results presented in Table 9 provide insights into the relationships between various factors influencing the adoption and use of Halodoc, a healthcare application. Out of 12 hypotheses tested, 10 were supported by the data, while 2 were not supported. Key findings include significant relationships between facilitating conditions, perceived risk, perceived interactivity, and perceived usefulness on the intention to continue using Halodoc. Additionally, perceived usefulness and confirmation of Halodoc performance expectations significantly influenced patient satisfaction. Interestingly, while patient satisfaction did not significantly affect the intention to continue using Halodoc, it did have a significant impact on electronic word-of-mouth. Price was found to have no significant effect on patient satisfaction. These results provide valuable insights into the factors driving user adoption and satisfaction with the Halodoc platform, highlighting areas for potential improvement and further research.

Discussion

This research, involving 189 Halodoc application users, aimed to examine the impact of electronic word of mouth (eWOM) on various factors such as facilitating conditions, perceived risk, perceived interactivity, perceived usefulness, confirmation of Halodoc performance expectations, and price, mediated by the intention to continue using the app and patient satisfaction. The first hypothesis tested the effect of facilitating conditions on the intention to continue using Halodoc, finding a positive influence, consistent with (Rachmadi et al., 2020). The second hypothesis revealed that perceived risk positively influenced the intention to continue using Halodoc, contrary to (Green & Pearson, 2011). The third hypothesis confirmed that perceived interactivity positively affects the intention to continue using Halodoc, aligning with (Abdullah et al., 2016; Gu et al., 2018). The fourth hypothesis also supported the positive influence of perceived interactivity on continued use, as noted by Gu et al. (2018). The fifth hypothesis found that confirmation of Halodoc performance expectations positively impacts perceived usefulness, consistent with

(Gu et al., 2018). The sixth hypothesis showed that performance expectation confirmation positively affects patient satisfaction, in line with (Jones et al., 2013). The seventh hypothesis indicated that price positively influences patient satisfaction, supported by (Arianto, 2017; Pelayanan et al., 2024; Solehudin & Syabanasyah, 2023). The eighth hypothesis found that perceived usefulness positively but insignificantly affects the intention to continue using Halodoc, similar to Gu et al. The ninth hypothesis confirmed that perceived usefulness positively influences patient satisfaction, consistent with (Bøe et al., 2015, 2021; Pathak et al., 2019). The tenth hypothesis showed that patient satisfaction positively affects the intention to continue using Halodoc, aligning with Shi et al. The eleventh hypothesis indicated that patient satisfaction mediates eWOM, supported by (Chen et al., 2014; Lam & So, 2013). Lastly, the twelfth hypothesis found that the intention to continue using Halodoc mediates eWOM, consistent with (Gu et al., 2018).

IV. CONCLUSION

This study, conducted with 189 Halodoc application users in Jabodetabek, aimed to assess the impact of electronic word of mouth (eWOM) on various factors such as facilitating conditions, perceived risk, perceived interactivity, perceived usefulness, confirmation of Halodoc performance expectations, and price, mediated by the intention to continue using the app and patient satisfaction. Data were collected via Google Forms and analyzed using SmartPLS software. The study concluded that facilitating conditions and perceived risk positively affect the intention to continue using Halodoc, while perceived interactivity does not significantly impact this intention.

However, perceived interactivity positively influences perceived usefulness. Confirmation of performance expectations positively affects both perceived usefulness and patient satisfaction. Price also positively influences patient satisfaction. Perceived usefulness does not significantly impact the intention to continue using Halodoc but does positively affect patient satisfaction. Both patient satisfaction and the intention to continue using Halodoc positively influence eWOM, with patient satisfaction being a key mediator. The study highlights that patient satisfaction and the intention to continue using the app are crucial factors driving eWOM, emphasizing the importance of positive user experiences in fostering continued use and positive word of mouth.

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