

Influence *E-Service Quality* To Customer Satisfaction Mediated by *E-Trust* (Empirical Study: Telemedicine Users at X Hospital Tangerang)

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ABSTRACT

The Covid 19 pandemic phenomenon that occurred several years ago resulted in a decrease in the percentage of patient visits to hospitals, so the hospitals had to make innovations so that people, especially in certain conditions, could still check their health comfortably without having to visit the hospital. Health services must make innovations, one form of innovation in hospitals today is by using digitalization of Telemedicine health services, where patients and doctors can have personal consultations using communication technology, such as through video calls and conference calls provided in hospitals. The purpose of this research is to determine the influence of 1) e-service quality on customer satisfaction; 2) to determine the effect of e-service quality on E-Trust; 3) find out which E-Trust mediates the influence of e-service quality on customer satisfaction at RS X Tangerang. This research method is descriptive quantitative by collecting questionnaire data from outpatients at RS X Tangerang. The sample for this study was 120 patients. The results of the analysis show that the E-service Quality (ES) variable has an influence on the Customer satisfaction (CS) variable; (2) the E-service Quality (ES) variable has a positive and significant effect on the E-Trust (ET) variable; (3) the E-Trust (ET) variable has a positive and significant effect on the Customer satisfaction (CS) variable.

Keywords: e-service quality, E-Trust, customer satisfaction, Telemedicine.

INTRODUCTION

The Covid 19 virus pandemic at the end of December 2019 had an extraordinary impact normal where are all the activities must comply with strict health protocols such as limiting contact physical and caring distance between humans , the Covid 19 pandemic several years ago result decreasing percentage visit patient goes home sick . The decline number visit patient goes home enough pain _ significant make industry service health must make innovation how to make society especially in condition certain still Can check it out their health with comfortable without must visit home _ sick .

That 's what drives it service health must make innovation form **Telemedicine** , where the patient and doctor Can consult personally using technology communication , such as through **video calls** and conference **calls** provided . Innovation This **telemedicine is also** automatic covers service delivery medicine to the house patient If required . Digitalization service health services such as **Telemedicine** are very appropriate to answer problems that have existed in society in recent years, because sufficient use _ practical .

Technology digital information in the form of application service health that can adopted by the house sick , One of them is the Hospital Management Information System (SIMRS), which should have been adopted by the home sick in order fulfil mandate stated in Minister of Health Regulation no. 82 of 2013 concerning SIMRS. On regulations the stated that the existence of SIMRS is one of the mandatory conditions owned House sick in order to provide services higher quality digital health .

Research results Muhamad Lutfi Prayitno (2023) explains The influence of e-service quality and trust on application customer loyalty Hellodoc with customer satisfaction as variable mediation . Thus it can be seen that the application Hellodoc influential on trust, e-service quality and customer satisfaction . Annisa Dayani's research results (2022) show that there is a relationship between good service to be able to improve satisfaction customer . Arkadi Bilenkin's research results (2022) show that telemedicine has positive and significant relationship _ to satisfaction patient Department of Neuro- Oncology . Thus trust influential to satisfaction patients through medicine applications . Research results Afifa Nur Chabibah et all (2021) explain exists connection between quality service and satisfaction through the Halodoc platform services so that increase satisfaction customer towards previous service was not good.

The Covid 19 pandemic is very encouraging consumers / buyers who need it service health and medicine medical and others easily and in real time. Through digitalized services , Mayapada Hospital offer facility service *telemedicine* : *find a doctor, book an appointment* and medical check up. With service *telemedicine* at RS X Tangerang has a goal to improve service complete health and adapted to need patients in need service health and medicine medical and others. By existing application service *telemedicine* at RS X Tangerang can encourage patient in compliance need will service health and medicine medical and other things that patients need and also have an impact to enhancement income at RS X Tangerang . Here are amount RS X Tangerang patients from 6 years ago to 6 months in 2022 RS X Tangerang:

Tabel 1.2. Jumlah Pasien Rawat Jalan di RS X Tangerang

Jumlah Pasien Rawat Jalan Tahun 2021	Jumlah Pasien Rawat Jalan 6 Bulan Pertama Tahun 2022
34.000 Pasien	228.796 Pasien

Sumber: RS X Tangerang

The table above shows the whole amount patient take care in 2021 at RS X Tangerang during the Covid 19 pandemic there were 34,000 patients , but in 6 months in 2022 total visit patients at RS X Tangerang experienced significant improvement . _ In 6 months of 2022, RS X Tangerang will begin development and implementation service digital information in services health road service purchase medicines and others.

In Health services purchasing funds medicines and others during the Covid 19 pandemic, patients can take advantage service health based technology that is *telemedicine services* . With *telemedicine service* the customers / buyers can access all information to service health and services medicines and other things he needs easily and practically just via the internet without must come directly to RS X Tangerang .

Based on results research conducted by Annisa Dayani, Agung Kresnamurti Rivai , Shandy Aditya (2022) show that *telemedicine* has an impact positive to and trust brand in intent purchase return mediated by satisfaction customers and intent purchase return mediated by satisfaction customer .

Based on background background outlined in the background Based on the above, the identification of the problem in this research is in range time in 6 months of 2022 during the Covid 19 pandemic enhancement amount patient take care road compared to 2021 at RS X Tangerang. The low amount patient take care running in 2021 possible consequence Not yet exists *E-Trust (ET)* to development and implementation service health based technology that is *telemedicine service* in service health and purchasing medicines and others, so that through and *e-service quality* have impact on improving *E-Trust (ET)* and *customer satisfaction* in

services health services at RS X Tangerang.

Problem The main points to be answered in this research are: see influence quality service digital information against satisfaction customers at RS X Tangerang. At the time this article was written , RS X Tangerang had already started develop and implement service digital information in services health road service purchase medicines and others.

Hypothesis The research in this study is : 1) *E-service quality* has an effect positive and significant to *customer satisfaction*; 2) *E-service quality* has an influence positive and significant to *E-Trust*; 3) *E-Trust* has an effect positive and significant to *customer satisfaction* ; 4) *E-Trust* mediates influence *e-service quality* towards *customers satisfaction*.

Research Objectives is 1) to know influence *e-service quality* has an influence to *customer satisfaction* at RS X Tangerang; 2) to know influence *e-service quality* to *E-Trust* at RS X Tangerang; 3) to know influence *E-Trust* against *customer satisfaction* at RS X Tangerang; 4) to know *E-Trust* mediates influence *e-service quality* to *customer satisfaction* at RS X Tangerang.

MATERIALS & METHODS

Research work procedures written clearly, so experiment or research it can be repeated with same result . _ Containing design design / procedure research , population and sample / data sources , techniques data collection and development instruments , techniques data analysis . The presentation is carried out narratively in the form of integrated paragraphs .

Approach research used _ is approach quantitative . Method used is with a *Structural Equation Model* (SEM) approach for devices instrument conclusion past Lisrel , By wearing *Structural Equation Model* (SEM)- Lisrel in analyzing effect between variable that is variable *E-Trust (ET)* , *E-Service Quality* and *Customer Satisfaction* . Modeling conceptual in the Lisrel based to previous studies and to develop and build estimate . Research conducted in RS X Tangerang, with time study is 6 months. The population in this study is all over patient take care road that receives service health at RS X Tangerang. And the sample in this study was 120 patients take care road that receives service health at RS X Tangerang. The variables in this research are *E-Trust (ET)* , *E-Service Quality* and *Customer Satisfaction* . Data collection in this research is questionnaire . Design data analysis in research is by using implementation *Structural Equation Model* (SEM) for the device instrument conclusion past Lisrel .

RESULTS

Load description : (a) the data presented has processed stated in tables and/or figures , give easy to understand information , (b) in section discussion outlined exists connection between results obtained and concept _ basis and/or hypothesis , (c) whether there is conformity or contradiction with results other people's research ; (d) is also recommended written down about implications results theoretical good research nor implementation .

After analysis _ Variable , then result This research is :
Analysis Results Descriptive Regarding Profile Respondents and Analysis Result Indicators
Descriptive Regarding Profile Respondents and Indicators Variable Study

Characteristics Respondent

Here are results descriptive profile Respondents used in this research :

Tabel 4.1 Tabel Hasil Responden Berdasarkan Usia

Usia	Jumlah	Persentase
16-20 Tahun	26	21,7
21-25 Tahun	19	15,8
26-30 Tahun	30	25
31-35 Tahun	17	14,2
36-40 Tahun	11	9,2
41-45 Tahun	5	4,2
46-50 Tahun	9	7,5
51-55 Tahun	3	2,5
Total	120	100%

Sumber: Hasil kuesioner responden (2023)

Based on results of data from respondents who have obtained , it is known that there were 26 patients (21.7%) with aged 16-20 years and 19 people (15.8%) with aged 21-25 years and there were 30 patients (25%) with aged 26-30 years and 17 patients (14.2%) with range aged 31-35 years and 11 patients (9.2%) with range aged 36-40 years and 5 patients (4.2%) with range aged 41-45 years and there were also 9 patients (7.5%) with range aged 46-50 years and there were 3 patients (2.5%) with range aged 51-55 years. From tabulated data this can be known majority patient with range aged 26-30 years.

Tabel 4.2 Tabel Hasil Responden Berdasarkan Pendidikan

Pendidikan	Jumlah	Persentase
SLTA/SMK	29	24,2
D3	17	14,2
S1	67	55,8
S2	7	5,8
Total	120	100%

Sumber: Hasil kuesioner responden (2023)

Based on As a result of the data obtained , it was discovered that there were 29 patients (24.2%) who had this level high school/vocational education , 17 patients (14.2%) with level D3 education and with level S1 education, there were 67 patients (55.8%) and there were 7 patients (5.8%) with level Masters education . So it can be stated that the majority respondents in this study were with level undergraduate education .

Tabel 4.3 Tabel Hasil Responden Berdasarkan Pekerjaan

Pekerjaan	Frequency	Percent
Wiraswasta	29	24,2
PNS/ASN	11	9,2
Karyawan Swasta	41	34,2
Lainnya	39	32,5
Total	120	100,0

Sumber: Hasil kuesioner responden (2023)

Based on the data obtained , it is known that there were 29 patients (24.2%) with work self-employed , 11 patients (9.2%) with work as civil servants/ASN, 41 patients (34.2%) with work as employee private and there were 39 patients with other work .

Tabel 4.4 Tabel Hasil Responden Berdasarkan Poli Layanan Kesehatan

Poli Layanan	Frequency	Percent
Kulit & Kecantikan Penyakit Kelamin	20	16,7
Mata	21	17,5
THT	9	7,5
Gigi	17	14,2
Uro-Nephrology	3	2,5
Jantung	5	4,2
Tumor/Kanker	1	0,8
Tulang	8	6,7
Kandungan & Kebidanan	18	15
Internis Umum (Kelenjar dan Ginjal), Alergi & Kekebalan, serta Paru	18	15
Total	120	100,0

Sumber: Hasil kuesioner responden (2023)

Based on The results of the data obtained showed that there were 20 patients (16.7%) who were is patients at the service clinic health skin & beauty diseases and venereal disease , 21 patients (17.5%) were patients at the service clinic eyes , 9 patients (7.5%) were of patients at the ENT service clinic , 17 patients (14.2%) were patients at the service clinic teeth , 3 patients (2.5%) were patients at the service clinic *uro -nephrology* , 5 patients (4.2%) were is patients at the service clinic health heart , 1 patient (0.8%) was patients at the service clinic tumor/ cancer health , 8 patients (6.7%) were patients at the service clinic health bones , 18 patients (15%) were is patients at the service clinic health gynecology & obstetrics , 18 patients (15%) were patients at the service clinic health internist general (glands and kidneys , allergies & immunity , as well as lungs).

Descriptive Results Variable

Descriptive variable used to find out results descriptive variables and their magnitudes _ the average value of the indicator , table 4.5 shows results third descriptive _ variables in research namely , *E-Service Quality*, *Customer Satisfaction* and *E-Trust (ET)* . Descriptive results towards the third variable research conducted on respondents as following :

Tabel 4.5 Tabel Hasil Deskriptif Variabel

No	Kode Pertanyaan	Alternatif Jawaban					Jumlah	Rata-Rata	Kategori	
		SS	S	N	TS	STS				
E-Service Quality										
1	E-SQ Kdl (Ribty) 1.1	F	4	36	77	2	1	120	3,33	Setuju
		%	3,3	30	64,2	1,7	0,8	100		
2	E-SQ Kdl (Ribty) 1.2	F	3	48	65	4	0	120	3,42	Setuju
		%	2,5	40	54,2	3,3	0	100		
3	E-SQ Dytg (Resp) 1.1	F	2	66	49	3	0	120	3,56	Setuju
		%	1,7	55	40,8	2,5	0	100		
4	E-SQ Dytg (Resp) 1.2	F	2	61	56	1	0	120	3,53	Setuju
		%	1,7	50,8	46,7	0,8	0	100		
5	E-SQ Priv/Sec) 1.1	F	4	53	60	2	1	120	3,48	Setuju
		%	3,3	44,2	50	1,7	0,8	100		
6	E-SQ Priv/Sec) 1.2	F	3	57	54	4	2	120	3,46	Setuju
		%	2,5	47,5	45	3,3	1,7	100		
7	E-SQ Klts/ Infor Brmft (Qly / Benefit Information) 1.1	F	4	58	55	3	0	120	3,53	Setuju
		%	3,3	48,3	45,8	2,5	0	100		
8	E-SQ Klts/ Infor Brmft (Qly / Benefit Information) 1.2	F	1	56	61	2	0	120	3,47	Setuju
		%	0,8	46,7	50,8	1,7	0	100		
9	E-SQ Klts/ Infor Brmft (Qly / Benefit Information) 1.2	F	5	43	71	1	0	120	3,43	Setuju
		%	4,2	35,8	59,2	0,8	0	100		

10	E-SQ Kits/ Infor Brmft (Qty / Benefit Information) 1.2	F	3	52	62	3	0	120	3,46	Setuju
		%	2,5	43,3	51,7	2,5	0	100		
Customer Satisfaction										
1	CS Kegunaan 1.1	F	5	47	64	4	0	120	3,44	Setuju
		%	4,2	39,2	53,3	3,3	0	100		
2	CS Kegunaan 1.2	F	5	49	62	3	1	120	3,45	Setuju
		%	4,2	40,8	51,7	2,5	0,8	100		
3	CS Dsn Sts (Site Design) 1.1	F	4	62	53	1	0	120	3,58	Setuju
		%	3,3	51,7	44,2	0,8	0	100		
4	CS Dsn Sts (Site Design) 1.2	F	5	69	45	1	0	120	3,65	Setuju
		%	4,2	57,5	37,5	0,8	0	100		
5	CS Kmn (Security) 1.1	F	27	56	35	2	0	120	3,9	Setuju
		%	22,4	46,7	29,2	1,7	0	100		
6	CS Kmn (Security) 1.2	F	31	57	31	1	0	120	3,98	Setuju
		%	25,9	47,5	25,8	0,8	0	100		
7	CS Kmp Mely ((Service Ability) 1.1	F	16	70	34	0	0	120	3,85	Setuju
		%	13,4	58,3	28,3	0	0	100		
8	CS Kmp Mely ((Service Ability) 1.2	F	17	61	42	0	0	120	3,79	Setuju
		%	14,2	50,8	35	0	0	100		
E-Trust (ET)										
1	E-Trust (ET): Kmp (Ability) 1.1	F	19	74	26	1	0	120	3,93	Setuju
		%	15,8	61,7	21,7	0,8	0	100		
2	E-Trust (ET): Kmp (Ability) 1.2	F	12	80	28	0	0	120	3,87	Setuju
		%	10	66,7	23,3	0	0	100		
3	E-Trust (ET): Kbkan Hti (Benevolence) 1.1	F	43	58	18	1	0	120	4,19	Setuju
		%	35,8	48,4	15	0,8	0	100		
4	E-Trust (ET): Kbkan Hti (Benevolence) 1.2	F	37	68	13	1	1	120	4,16	Setuju
		%	30,9	56,7	10,8	0,8	0,8	100		
5	E-Trust (ET): Intgrts (Integrity) 1.1	F	19	76	25	0	0	120	3,95	Setuju
		%	15,8	63,3	20,8	0	0	99,9		
6	E-Trust (ET): Intgrts (Integrity) 1.2	F	12	72	34	2	0	120	3,78	Setuju
		%	10	60	28,3	1,7	0	100		

Sumber: Hasil kuesioner responden (2023)

Based on Table 4.5 above, the respondents' answers can be seen tend answer Agree although it is slightly different from the Strongly Agree answer nor Neutral for *E-Service Quality* (ES), *Customer Satisfaction* (CS) and *E-Trust* (ET) variables to use of telemedicine at RS X Tangerang. Based on variable data *E-Service Quality* can be concluded based on respondents patients , Reliability , Responsiveness , Privacy / Security , *Quality / Benefit Information and Convenience* _ _ _ _ _ Usage (*Ease of Use*) is very good, this can be seen from all the answers from respondents the patient provides an assessment Agree to all over variable *E-Service Quality* to use of telemedicine at RS X Tangerang.

Response respondents to variable *Customer Satisfaction* (CS) can be concluded from usability , site *design* , security (*security*), ability serve (*service ability*) too it's been very good, p the obtained from all answers from respondents The patient responds with evaluation Agree to all over variable *Customer Satisfaction* (CS) towards use of telemedicine at RS X Tangerang.

Response to variable *E-Trust* (ET) can also be concluded that capability (*ability*) , kindness heart (*benevolence*) and integrity (*Integrity*) showing the assessment is very good, p This can be seen from all respondents' answers patient i.e. Strongly Agree to all over variable *E-Trust* (ET) against use of telemedicine at RS X Tangerang.

Test Results Statistics

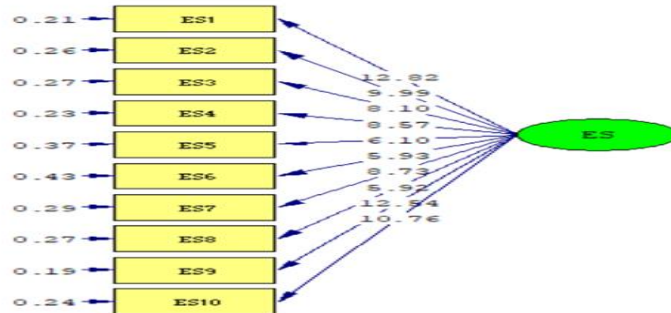
Statistics used to find out statistical test results are as follows :

Validity Test

validity test was carried out on the answers from 120 respondents who received it service health through telemedicine services at RS X Tangerang which has fill in questionnaire research and processed using Lisrel .

E-Service Quality (ES) Validity Test

Variable test results *E-Service Quality* (ES) is measured using questions consisting of 1-10 questions . By using the appropriate software you will obtained results as following :



Gambar 4.1 Loading Factor *E-Service Quality* (ES)



Gambar 4.2 T-Value *E-Service Quality* (ES)

The following is a recap of the validity test of the variables *E-Service Quality* (ES):

Tabel 4.6 Uji Validitas *E-Service Quality* (ES)

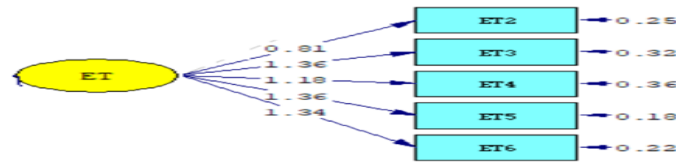
Item	Loading Factor	Standart	Rhitung	RTabel	TValue	Standart	Keterangan
ES1	12,82	0,5	0,21	0,1793	7,25	1,96	Valid
ES2	9,99	0,5	0,26	0,1793	5,50	1,96	Valid
ES3	8,10	0,5	0,27	0,1793	4,55	1,96	Valid
ES4	8,57	0,5	0,23	0,1793	5,13	1,96	Valid
ES5	6,10	0,5	0,37	0,1793	3,03	1,96	Valid
ES6	5,93	0,5	0,43	0,1793	2,71	1,96	Valid
ES7	8,73	0,5	0,29	0,1793	4,67	1,96	Valid
ES8	5,92	0,5	0,27	0,1793	3,42	1,96	Valid
ES9	12,54	0,5	0,19	0,1793	7,38	1,96	Valid
ES10	10,76	0,5	0,24	0,1793	6,11	1,96	Valid

Sumber: Hasil kuesioner responden (2023)

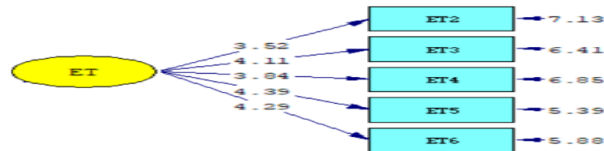
Based on results The above processing shows that the validity test results of each Question items provide good marks . Due each appropriate question items base taking validity test decisions namely $r \text{ count} \geq 0.1793$ then the question item is on the variable *The E-Service Quality* (ES) is valid.

E-Trust (ET) Validity Test

Variable test results *E-Trust* is measured using questions consisting of 1-6 questions . By using the appropriate software you will obtained results as following :



Gambar 4.5 Loading Factor E-Trust



Gambar 4.6 T-Value E-Trust

The following is a recap of the validity test of the variables *E-Trust* :

Tabel 4.7 Uji Validitas *E-Trust*

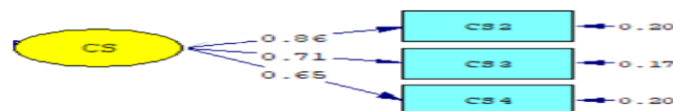
Item	Loading Factor	Standart	Rhitung	RTabel	TValue	Standart	Keterangan
ET2	0,81	0,5	0,25	0,1793	3,52	1,96	Valid
ET3	1,36	0,5	0,32	0,1793	4,11	1,96	Valid
ET4	1,16	0,5	0,36	0,1793	3,84	1,96	Valid
ET5	1,32	0,5	0,18	0,1793	4,39	1,96	Valid
ET6	1,33	0,5	0,22	0,1793	4,29	1,96	Valid

Sumber: Hasil kuesioner responden (2023)

Based on results The above processing shows that the validity test results of each Question items provide good marks . Due each appropriate question items base taking validity test decisions namely $r \text{ count} \geq 0.1793$ then the question item is on the variable *E-Trust* is valid.

Customer Satisfaction (CS) Validity Test

Variable test results *Customer Satisfaction* (CS) measured using questions consisting of 1-8 questions . By using the appropriate software you will obtained results as following :



Gambar 4.3 Loading Factor Customer Satisfaction (CS)



Gambar 4.4 T-Value Customer Satisfaction (CS)

The following is a recap of the validity test of the Customer Satisfaction (CS) variable :

Tabel 4.7 Uji Validitas Customer Satisfaction (CS)

Item	Loading Factor	Standart	Rhitung	RTabel	TValue	Standart	Keterangan
CS2	0,86	0,5	0,20	0,1793	8,11	1,96	Valid
CS3	0,71	0,5	0,17	0,1793	7,74	1,96	Tidak Valid
CS4	0,65	0,5	0,20	0,1793	6,92	1,96	Valid

Sumber: Hasil kuesioner responden (2023)

Based on results The above processing shows that the validity test results of each Question items provide good marks . Due each appropriate question items base taking

validity test decisions namely $r \text{ count} \geq 0.1793$ then the question item is on the variable *Customer Satisfaction* (CS) is valid.

Reliability Test

Reliability test *E-Service Quality* (ES), *Customer Satisfaction* (CS) and *E-Trust* (ET) as an intervening. Reliability test consists of several measurements that have been applied in science statistics that is test mark *cronbach's alpha* on each indicator to variable , can be declared valid if *Cronbach's* reach agreement as following :

Tabel 4.9 Tingkat Keandalan *Cronbach's Alpha*

Nilai <i>Cronbach's Alpha</i>	Keandalan
0,00 - 0,20	Kurang Andal
> 0,20 - 0,40	Agak Andal
0,40 - 0,60	Cukup Andal
0,60 - 0,80	Andal
0,80 - 1,00	Sangat Andal

Sumber: Hair et al. (2010:125)

Cronbach's Alpha Reliability Test

Cronbach alpha test one point to state indicator to variable stated realistic by using the alpha test.

Following are the results of the Cronbach alpha test:

Tabel 4.10 Hasil Uji *Cronbach's Alpha*

Variabel	<i>Cronbach's Alpha</i>	<i>N of Items</i>	Keterangan
<i>E-Service Quality</i> (ES)	0,746	10	Reliabel
<i>Customer Satisfaction</i> (CS)	0.796	8	Reliabel
<i>E-Trust</i> (ET)	0.747	6	Reliabel

Sumber: Output Olah Data 2023

Based on Table 4.10 above , reliability can be analyzed for each variable with standard variable alpha statistics > 0.6 can be stated reliable .

Composite Reliability Test

The following is composite reliability, which can be seen in the table below :

Tabel 4.11 Hasil uji *Composite Reliability*

Variabel	<i>Composite Reability</i>	Std Value	Keterangan
<i>E-Service Quality</i> (ES)	0,9996	> 0.7	Reliabel
<i>E-Trust</i> (ET)	0,9641	> 0.7	Reliabel
<i>Customer Satisfaction</i> (CS)	0,8963	> 0.7	Reliabel

Sumber: Output Olah Data 2023

Based on table 4.11 that variable *E-Service Quality* (ES) has a CR value of $0.9827 > 0.7$, it can be said reliable , and variable *E-Trust* (ET) of $0.9826 > 0.7$ can be said reliable , variable *Customer Satisfaction* (CS) of $0.9837 > 0.7$ can be said reliable , Thus all variables worth testing _ Because reliable above 0.7 in accordance with standard value.

AVE Test

The following are the AVE results for each variable, which can be seen in the table below:

Tabel 4.12 Hasil uji AVE

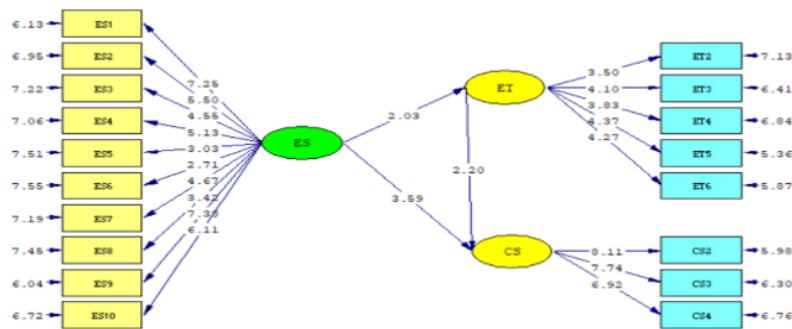
Variabel	AVE	Std Value	Keterangan
<i>E-Service Quality (ES)</i>	0,9968	> 0.5	Reliabel
<i>E-Trust (ET)</i>	0.8469	> 0.5	Reliabel
<i>Customer Satisfaction (CS)</i>	0,7906	> 0.5	Reliabel

Sumber: Output Olah Data 2023

Based on table V.11, the *E-Service Quality (ES)* variable has an AVE value of 0.9968 > 0.5, which can be said to be reliable, and the *E-Trust (ET)* variable has an AVE value of 0.8469 > 0.5, which can be said to be reliable. *The Customer Satisfaction (CS)* variable has an AVE value of 0.7906 > 0.5, which can be said to be reliable. Thus, all variables are suitable to be tested because their reliability is above 0.5 according to the standard value.

Test the Inner Model

The following is a structural model in research regarding the Influence of *E-Service Quality (ES)* towards *Customer Satisfaction (CS)* mediated by *E-Trust (ET)* :



Gambar 4.7 Model structural

Based on Figure 4.7 above, the value of the *E-Service Quality (ES)* variable for digital *E-Trust (ET)* is 2.03, *E-Trust (ET)* for *Customer Satisfaction (CS)* namely 2.20 and the *E-Service Quality (ES)* variable for *Customer Satisfaction (CS)* is 3.59.

Goodness Of Fit (GOF) Analysis

After making modifications based on LISREL recommendations, based on the existing GOF (*Goodness-of-fit*) criteria , where the p-value limit is > 0.05 and RMSEA < 0.08, then the GOF has been met, it is concluded that the model is fit to the data, because and RMSEA = 0.01 < 0.08 even though p-value = 0.000 < 0.05. From the *printed output data* produced by the measurement estimates in the LISREL program, the overall model suitability analysis can be seen from the following statistical figures:

```

Goodness of Fit Statistics

Degrees of Freedom = 167
Minimum Fit Function Chi-Square = 363.78 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 374.57 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 207.57
90 Percent Confidence Interval for NCP = (155.27, 267.60)

Minimum Fit Function Value = 3.06
Population Discrepancy Function Value (F0) = 1.74
90 Percent Confidence Interval for F0 = (1.30, 2.25)
Root Mean Square Error of Approximation (RMSEA) = 0.10
90 Percent Confidence Interval for RMSEA = (0.088, 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.87
90 Percent Confidence Interval for ECVI = (3.43, 4.37)
ECVI for Saturated Model = 3.53
ECVI for Independence Model = 10.61

Chi-Square for Independence Model with 190 Degrees of Freedom = 1222.31
Independence AIC = 1262.31
Model AIC = 460.57
Saturated AIC = 420.00
Independence CAIC = 1338.06
Model CAIC = 623.43
Saturated CAIC = 1215.37

Normed Fit Index (NFI) = 0.70
Non-Normed Fit Index (NNFI) = 0.78
Parsimony Normed Fit Index (PNFI) = 0.62
Comparative Fit Index (CFI) = 0.81
Incremental Fit Index (IFI) = 0.81
Relative Fit Index (RFI) = 0.66

Critical N (CN) = 70.49

Root Mean Square Residual (RMR) = 0.038
Standardized RMR = 0.10
Goodness of Fit Index (GFI) = 0.76
Adjusted Goodness of Fit Index (AGFI) = 0.70
Parsimony Goodness of Fit Index (PGFI) = 0.60

Time used: 0.063 Seconds

```

Gambar 4.8 GOF Statistik

Circulate the image above, can carry out analysis compatibility overall model and results analysis to GOF size , can be summarized in the table following :

Tabel 4.13 Hasil Uji Kecocokan Keseluruhan Model (Goodnes of Fit)

Ukuran GOF	Target Tingkatan Kecocokan	Marginal Fit	Hasil	Tingkat Kecocokan
ChiSquare P-Value	Nilai yang kecil $0.05 < p \leq 1$	$0.000 < p \leq 0.05$	Chi-Square = 374.57 (P = 0.0)	Good Fit
RMSEA	$RMSEA \leq 0.08$ $p \geq 0.50$	$RMSEA \leq 0.10$ $p \geq 0.045$	$0.10 < p < 0.05$	Marginal Fit
NFI	$0.90 \leq NFI \leq 1$	$0.80 \leq NFI < 0.9$	0.70	Not Fit
NNFI	$0.90 \leq NNFI \leq 1.00$	$0.80 \leq NNFI < 0.9$	0.78	Not Fit
IFI	$0.90 \leq IFI \leq 1$	$0.90 \leq IFI \leq 1$	0.81	Not Fit
CFI	$0.90 \leq CFI \leq 1$	$0.80 \leq CFI < 0.9$	0.81	Marginal Fit
RFI	$0.90 \leq RFI \leq 1$	$0.80 \leq RFI < 0.9$	0.66	Not Fit
GFI	$0.90 \leq GFI \leq 1$	$0.60 \leq GFI < 0.9$	0.76	Marginal Fit
AGFI	$0.90 \leq AGFI \leq 1.00$	$0.50 \leq AGFI < 0.9$	0.70	Marginal Fit

The table above summarizes the results of the overall model fit test. From the discussion that has been carried out previously, it shows that there is 1 GOF measure that shows a good fit , and there are 4 GOF measures that show a poor fit (not fit) and 4 GOF measures that show a moderate fit (marginal fit). , so it can be concluded that the overall fit of the model is moderate (marginal fit).

Model Fit Test

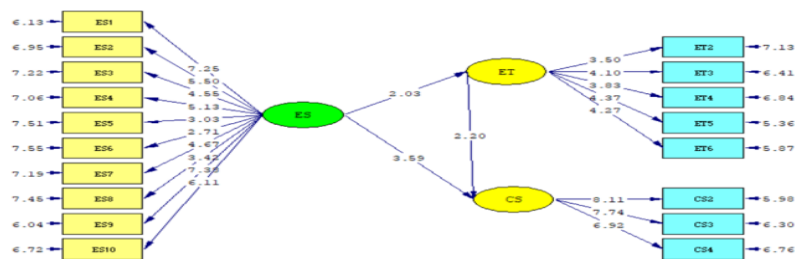
After the researcher carried out a suitability test the entire model, then the next stage is test hypothesis research on its structural model . Model testing is carried out to find out what the relationship is between variable *E-Service Quality* (ES), and Customer Satisfaction (CS)

variables which are mediated by variables *E-Trust* (ET). with this testing will is known is the research model hypothesis is accepted or rejected .

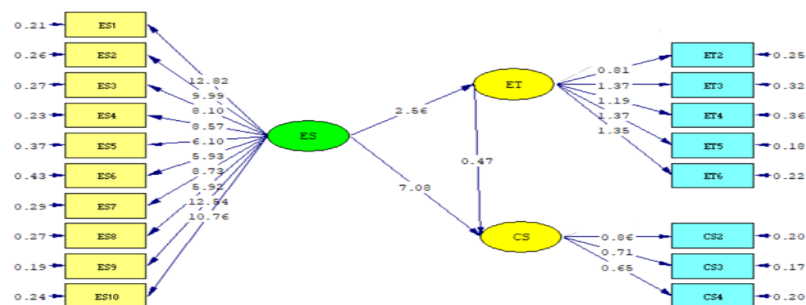
Overall the latent variable measured from 24 sub -indicators that have been arranged in the form of questions, namely each latent variable consisting of: *E-Service Quality* (ES) , namely 10 sub- indicators , variables *E-Trust* (ET) , namely 6 sub- indicators and the Customer Satisfaction (CS) variable , namely 8 sub -indicators .

Hypothesis test results visible from *the print output* the results of the *syntax* process in the formula equality processed researchers and is also found in *the path diagram*. On significant relationships _ will be marked with *T-Value* must be greater than the T-Table. Significant relationship _ will be marked with *The T-Value* is colored black on *the path diagram* with value ≥ 1.96 . whereas relationship that is not significant be marked with Colored T -Value red on *the path diagram* with value below 1.96 . *The path diagram* shown in Figure 4.7 provides an overview of the relationship between variable latent variable *E-Service Quality* (ES), and Customer Satisfaction (CS) variables which are mediated by variables *E-Trust* (ET).

Here below is _ *path diagram* model hypothesis test results :



Gambar 4.7 Model Structural T-Value



Gambar 4.7 Model Structural Estimate

Based on hypothesis H1 states *E-service quality* has an influence positive and significant to *customer satisfaction* , can be seen from the *path diagram* above , results model testing shows that *T-Value* namely 3.59 with number is black, which means mark *T-Value* > 1.96 so shows that the hypothesis H1 is proven or accepted. This indicates that there is the relationship that exists in hypothesis H1 is significant . Then , for testing hypothesis H2 ie *E-service quality* has an influence positive and significant to *E-Trust* (ET) can be seen from the *path diagram* above , results model testing shows that *T-Value* namely 2.03 with number is black, which means mark *T-Value* > 1.96 so shows that the hypothesis H1 is proven or accepted. This indicates that there is the relationship that exists in hypothesis H1 is Significant . Testing hypothesis H3 namely *E-Trust* (ET) is influential positive and significant to *customer satisfaction* , can be seen from the *path diagram* above , results model testing shows that *T-Value* namely 2.20 with number is black, which means mark *T-Value* > 1.96 so shows that the hypothesis H1 is proven or accepted. This indicates that there is the relationship that exists in hypothesis H1 is Significant . Next, proof hypothesis H4 namely *E-Trust* (ET) mediate influence *e-service quality* towards *customer satisfaction*, can be seen from the *path diagram* above , results model testing shows that *T-Value* namely 2.03 with number is black, which

means mark $T\text{-Value} > 1.96$ so shows that the hypothesis H1 is proven or accepted. This indicates that there is the relationship that exists in hypothesis H1 is Significant .

Testing Hypothesis

Tabel 4.14 Pengujian Hipotesis

No	Hipotesis	T-Tabel	T Statistik	P Value	P Tabel	Keputusan	Pengaruh
1	<i>E-service Quality (ES) berpengaruh positif dan signifikan terhadap Customer satisfaction (CS).</i>	1,96	3,59	0,00	0,05	<i>H1 Diterima</i>	Signifikan
2	<i>E-service Quality (ES) berpengaruh positif dan signifikan terhadap E-Trust (ET).</i>	1,96	2,03	0,00	0,05	<i>H1 Diterima</i>	Signifikan
3	<i>E-Trust (ET) berpengaruh positif dan signifikan terhadap Customer satisfaction (CS).</i>	1,96	2,20	0,00	0,05	<i>H1 Diterima</i>	Signifikan
4	<i>E-Trust (ET) memediasi pengaruh E-service Quality (ES) terhadap Customer satisfaction (CS).</i>	1,96	2,03	0,00	0,05	<i>H1 Diterima</i>	Signifikan

DISCUSSION

E-service Quality influential positive and significant on customer satisfaction .

Variable *E-service Quality (ES)* has Value-T is 3.59 where > 1.96 , P-Value $0.000 < 0.05$, then **H1 is accepted** , which means variable *E-service Quality (ES)* has an influence to *customer satisfaction (CS)* variable . The results of this study are consistent with results research conducted by Aminatu Juhria (2021) who examined *E-service Quality (ES)* has a positive and significant effect on *customer satisfaction (CS)* of users of the Shopee *e-commerce application*. In this research, according to 120 respondents, the *E-service Quality (ES)* variable has an influence to *customer satisfaction (CS)* variable on service health with telemedicine at RS X Tangerang with gave a good response.

E-service Quality has an influence positive and significant to E-Trust .

Variable *E-service Quality (ES)* has a T-Value of 2.03 where > 1.96 , P-Value $0.000 < 0.05$, then **H2 is accepted** , so means that the variable *E-service Quality (ES)* has an influence positive and significant to variable *E-Trust (ET)*. The results of this study are consistent with results Research conducted by Annisa Dayani (2022) explains that *E-service Quality (ES)* has a positive and significant effect on *E-Trust (ET)* telemedicine users . In this study, 120 respondents provided responses regarding the influential *E-service Quality (ES)* variable to variable *E-Trust (ET)* on on service health with telemedicine at RS X Tangerang with gave a good response.

E-Trust is influential positive and significant on customer satisfaction .

Variable *E-Trust (ET)* have Value -T is 2.20 where > 1.96 , P-Value $0.000 < 0.05$, then **H3 is accepted** , which means is variable *E-Trust (ET)* is influential positive and significant to *customer satisfaction (CS)* variable . In this research , this is in line with research conducted by Muhammad Dimas Aditya (2021) who explained that *E-Trust (ET)* had a positive and significant effect on *customer satisfaction* for Halodoc application users. In this research, according to 120 respondents regarding the *E-Trust (ET)* variable influential to to *customer satisfaction (CS)* variable on service health with telemedicine at RS X Tangerang with gave a good response.

E-Trust mediate influence E-service Quality on Customer Satisfaction .

Variable *E-Trust (ET)* as a mediating variable has a T-Value of 2.03 where > 1.96 , P-Value $0.000 < 0.05$, then **H4 is accepted**, so means that the variable *E-Trust (ET)* mediates influence *E-service quality (ES)* on *Customer satisfaction (CS)*. The results of this study are consistent with results The research was carried out by Pradnyaswari (2020) explains that *E-Trust (ET)* mediating influence *E-service quality (ES)* on *customer satisfaction (CS)* on e-commerce blibli.com. In this study, 120 respondents provided responses regarding Variable *E-Trust (ET)* as a mediating variable influential to variable *E-service Quality (ES)* on *customer satisfaction (CS)* on on service health with *telemedicine* at RS X Tangerang with gave a good response.

CONCLUSION

Based on results analysis that has been carried out by researchers, then the conclusions from the results analysis is as follows: 1) Testing hypothesis H1, which states *E-service quality* has an influence positive and significant to *Customer Satisfaction*, is proven so that hypothesis H1 is accepted. It means patient take care the road at RS X Tangerang feels satisfied and give a positive reaction to *E-service quality* telemedicine services at RS X Tangerang; 2) Testing hypothesis H2, which states, *E-service quality* has an effect positive and significant to *E-Trust (ET)*, is proven so that hypothesis H2 is accepted. It means patient take care road have level trust to quality service telemedicine health in hospitals at RS X Tangerang; 3) Testing hypothesis H3, which states *E-Trust (ET)* is influential positive and significant to *customer satisfaction*, is proven so that hypothesis against H3 is accepted. It means patient take care road Yan Gada at RS X Tangerang felt satisfied to service telemedicine health so they have confidence in using the service telemedicine health in hospitals at RS X Tangerang; 4) Testing hypothesis H4, which states *E-Trust (ET)* mediate influence *E-Service Quality* towards *customer satisfaction*, is proven so that hypothesis against H4 is accepted. It means patient take care the road at RS X Tangerang feels satisfied to quality service telemedicine health at RS X Tangerang, p It is also mediated by existence trust from patients take care road at RS X Tangerang.

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