

The Effect of Attractiveness, Dependability, and Novelty on E-Satisfaction Mediated by E-Service Quality of Halodoc Application in Indonesia

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ABSTRACT

This study investigates how attractiveness, dependability, and novelty influence user experience and are mediated by e-service quality to improve user satisfaction in the Halodoc telemedicine app in Indonesia. Using SEM-PLS methodology, data were collected from users who have used the service at least once over a three-month period. The research aims to enhance understanding of how emotional and aesthetic factors, alongside functional aspects, affect digital health service quality and satisfaction. Findings indicate that improving these variables can increase perceived service quality and user satisfaction, offering practical insights for optimizing telemedicine services and user experience in the digital health sector

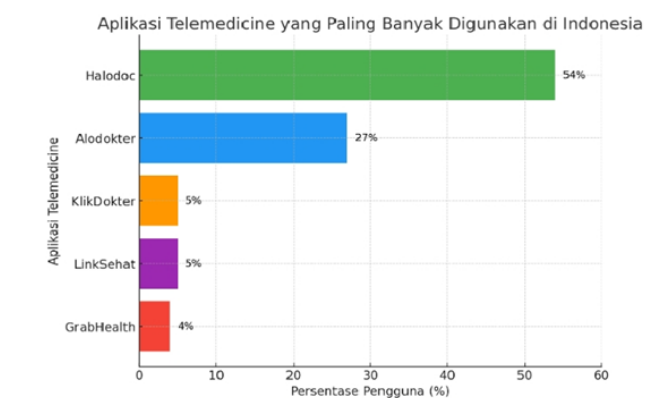
INTRODUCTION

In the digital era, the transformation of health services is becoming increasingly important to meet the needs of people who want fast and efficient access. Telemedicine comes as a major innovation that allows patients to consult with medical personnel online without the need to visit a health facility in person (Kementerian Kesehatan RI, 2024). In Indonesia itself, this service is growing rapidly, especially after the COVID-19 pandemic, which accelerated the adoption of technology in various sectors, including health services (Sitanggang et al., 2024). Before telemedicine, access to healthcare in rural Indonesia was constrained by distance, cost, and lack of infrastructure (Panda, 2023). This transformation presents a more inclusive, flexible service and a solution to the challenges of the traditional health system.



Source: Data Reportal (2025)
Figure 1. Population in Indonesia

According to (Data Reportal, 2024), there are 185.3 million internet users in Indonesia, accounting for 66.5% of the total population. In addition, 49.9% of the population actively uses social media, showing great potential for digital platforms such as Halodoc to reach a wide range of consumers and increase access to digital-based healthcare services.



Source: Kadata (2024)
Figure 1. Popular Telemedecines

Based on (Katadata, 2024) Halodoc is the most widely used telemedicine application in Indonesia with a percentage of 54%, followed by Alodokter 27%, KlikDokter and LinkHealth 5% each, and GrabHealth 4%. The popularity of telemedicine reflects the changing behavior of people who now prefer technology-based health services due to ease of access, speed, and complete features. As telemedicine services such as Halodoc develop, the concept of E-Satisfaction is becoming increasingly relevant in the digital era, where customer interactions occur through online platforms. According to Prasetyo & Yusran (2022) E-Satisfaction is created when a service or product is able to exceed customer expectations, not only during transactions but also through post-purchase experiences, including ease of access and service quality. In the context of Halodoc, E-Satisfaction includes the convenience of using services, from medical consultations to online drug purchases, which can be measured through ratings on the App Store or Play Store. Research Mamakou et al. (2024) showed that E-Satisfaction is influenced by User Experience through the mediating role of E-Service Quality, where good user experience increases perceptions of service quality and has a positive impact on customer satisfaction. In addition, (Alnaim et al. (2022) state that the better the quality of digital E-Service Quality, the higher the level of customer satisfaction. Based on previous research, the main factors that influence E-Satisfaction in digital services such as Halodoc are User Experience and E-Service Quality (Alnaim et al., 2022; Mamakou et al., 2024a)

Rating is a form of customer assessment that reflects their experience in using a product or service (Sari et al., 2023). These ratings are usually displayed on digital platforms as a reference for potential users in assessing service quality. In this study, the Halodoc application has a fairly good rating on the two main platforms. In the Play Store, Halodoc received a rating of 4.8 out of 5 based on 465,000 reviews, while in the App Store it received a rating of 4.9 out of 5 from 289,000 reviews. While this is high, there is still a gap of 0.2 points on the Play Store and 0.1 points on the App Store. This gap indicates that although the majority of users are satisfied, there are still some who give less than optimal ratings due to problems or dissatisfaction with the service or features of the application.

There are issues that can be raised from complaints related to User Experience identified through two main platforms, namely the Play Store and App Store on the Halodoc application. Based on the findings of user complaints related to User Experience in the Halodoc application, especially in the Attractiveness aspect, it shows that some Halodoc users complain about advertisements that cannot be closed and applications that crash when opened. This causes confusion, reduces comfort, and reduces the desire to continue using the service. In the Attractiveness aspect, a positive first impression through attractive appearance and easy navigation is an important factor in building a pleasant user experience (Mamakou et al., 2024).

Other complaints indicate problems with Dependability, such as delays in drug delivery despite using instant services, difficulty in changing drivers, and the absence of an order cancellation option. Payment system disruptions and failure to process orders indicate that the Halodoc app is not fully reliable, especially in urgent situations. A stable and consistent application is essential to build user trust (Mamakou et al., 2024a). Users also complained about the consultation experience that felt rigid, the slow response of doctors, and the limitations of notification settings. The lack of personalized and flexible interactions made the experience tedious, leading to a lack of trust. Potentially encouraging users to switch to other, more responsive platforms. Good stimulation through interesting and dynamic interactions can increase user engagement and loyalty (Mamakou et al., 2024).

User Experience includes the entire user experience when interacting with a product or service, including ease of use and emotional response (Ritoniemi & Niininen, 2021). In this study, the user experience in the Halodoc application shows a mismatch with the promised service. According to (Mamakou et al., 2024b), positive User Experience plays an important role in increasing customer satisfaction, especially when they feel easy and comfortable. User Experience consists of five main aspects, namely Attractiveness, Perspicuity, Dependability, Stimulation, and Novelty. However, research (Masdaini & Hidayat, 2020) shows that User Experience does not always have a direct influence on satisfaction or intention to reuse services.

Halodoc users expressed various complaints related to E-Service Quality that affected their comfort in using the app. Some of the main issues include difficulty tracking orders, communicating with drivers, and creating digital prescriptions due to stock limitations. In addition, delays in drug delivery despite using instant services, slow response from doctors in the chat feature, and unclear solutions from customer service indicate that the app has not been able to consistently meet user expectations. Technical glitches such as failed logins, inaccessible tracking features, and frequent disconnections further reinforce the perception that the app is not fully stable and reliable. Additionally, complaints about the repetitive data verification process and the lack of a feature to delete consultation history raise concerns about personal data protection. These issues show that despite Halodoc being one of the largest telemedicine apps in Indonesia, there are still various aspects of the service that need to be improved to enhance the quality of user experience.

According to (Ashiq & Hussain, 2024), E-Service Quality refers to the quality of service that an e-commerce platform provides during the online transaction process. This aspect is important because it reflects the platform's ability to meet customer needs and expectations. (Mamakou et al., 2024b) explains that E-Service Quality consists of four main dimensions: Efficiency, Fulfillment, System Availability, and Privacy. The study also shows that E-Service Quality is the link between User Experience and E-Satisfaction, where good service quality increases customer satisfaction. In addition, according to (Ginting et al., 2023), E-Service Quality plays a role in driving customer satisfaction which ultimately affects their intention to make repeat purchases.

Referring to One of the main issues that need to be investigated in this research is to refer to how UX affects E- Servqual and E-Satisfaction in the context of digital health applications. Previously, research by (Mamakou et al., 2024b) showed that a positive user experience depends on various factors, including ease of use and emotional interaction. However, there has been no research that holistically connects only these three elements in the healthcare sector. The theoretical contribution of this research is expected to enrich the existing literature on digital health by providing new insights into the integration of UX and E-servqual to improve E-Satisfaction. Through the resulting findings, this research can provide guidance for app developers in creating a better experience for users and increasing their satisfaction with healthcare services. In addition, this research serves to fill the gap in academic studies on digital health, especially in developing countries, and provide better practice direction for health technology implementation.

LITERATURE REVIEW

User Experience

According to Huang & Wang (2022) in (Sakas et al., 2023) User Experience is a psychological experience that users feel when interacting with a website. This experience is influenced by how easy the information is to read, ease of navigation, responsive interactions, and the functions and content presented while the user is browsing the site. The more intuitive and attractive the interface, the more positive the impression the user feels. (Sakas et al., 2023) The User Experience aspect of marketing strategy can be described as a combination of company goals, technical capabilities, and consumer needs. These three elements are interconnected to create an experience that optimal for users, where companies try to meet customer expectations with adequate technological support and clear business goals. Thus, these two studies confirm that User Experience has an important role in shaping user perception and satisfaction when interacting with a website. A positive experience is created when information is easily accessible, navigation is smooth, and interaction goes well. However, user experience does not only depend on an attractive appearance, but is the result of a combination of company goals, technological capabilities, and consumer needs. If these three elements are well integrated, companies can create a pleasant and satisfying experience, which ultimately drives customer loyalty and engagement

According to (Mamakou et al., 2024b) the User Experience dimension consists of:

1. Attractiveness

This dimension assesses how appealing the product or service is to the user and how comfortable and enjoyable the experience is. Highly appealing products are usually easily accessible, look attractive, are fun to use, and provide a satisfying experience.

2. Perspicuity

This dimension refers to the ease with which users can understand and start using a product or service. Products that have a high level of clarity are easy to understand, trusted, and provide clear guidance so that users do not experience confusion when using them.

3. Efficiency

This dimension assesses how quickly and easily users can achieve their goals when using a product or service. An efficient app should be able to help consumers find information easily, process transactions quickly, load pages seamlessly, and provide an organized and easy-to-operate experience.

4. Dependability

This aspect measures how reliable the product or service is in the eyes of the user. Apps that have a high level of dependability offer clear, easy-to-understand, and intuitive navigation, so users feel confident and comfortable using them at every turn.

5. Stimulation

This dimension assesses the extent to which the product or service is able to evoke emotional and intellectual responses from users. An app that is effective in providing stimulation should be able to offer a memorable experience, according to expectations, not boring, and encourages the user's desire to continue interacting or shopping.

6. Novelty

The novelty aspect measures the extent to which the product or service presents innovations that are felt directly by the user. Apps that stand out in this dimension usually have a creative, sophisticated and innovative design, thus providing a new experience that is interesting and different from others.

E-Service Quality

According to Parasuraman, Zeithaml, and Malhotra (2005) in (Ginting et al., 2023), E-Service Quality is defined as the website's ability to facilitate the shopping, transaction, and delivery processes effectively and efficiently. This understanding explains the concept of E-Servqual quality, starting from the pre-purchase process (ease of use, product information, ordering information, and personal data protection) to the post-purchase process (delivery and return policy). Meanwhile, according to (Prayunita et al., 2025) E-Service Quality is of the factors that can influence purchasing decisions in e-commerce. Services that can drive sales effectively and efficiently, meet customer needs and expectations, such as ensuring consumer security and privacy and responding to complaints without causing problems, play a very important role.

According to (Mamakou et al., 2024b) E-service Quality dimensions consist of:

1. Efficiency

It refers to how easily users can find information on the website. The application should make it easy for customers to search, be easily accessible, load quickly, facilitate transactions, be user-friendly, quickly accessible, and well-organized.

2. Fulfillment

This refers to the website's ability to deliver products or services as promised. The company should be able to deliver orders on time, prepare items for shipment within the agreed timeframe, ship orders quickly, ensure products listed on the app are available, be honest about their offerings, and provide accurate information about product delivery.

3. System Availability

This refers to the ability of the system to provide what the customer needs. The application should be available for business services, accessible at any time, rarely experience downtime, and all features on the application should function properly.

4. Privacy

This relates to how much the website can be trusted to protect customers' personal information. This includes how it protects data about shopping behavior, does not disclose personal information to third parties, and ensures the security of customer credit card information.

E-Satisfaction

According to (Athallah Naufal & Millanyani, 2024), E-satisfaction refers to the level of satisfaction that customers feel towards a company based on their experience in using the product, regardless of whether the product is purchased or ordered online. Meanwhile, according to (Prasetyo & Yusran, 2022b), E-satisfaction arises when customers feel that the services or products they receive not only meet, but even exceed the expectations they have. So based on the two views of the researchers, E-satisfaction can be concluded as the result of a positive experience that customers feel towards the product or service they receive. As E-satisfaction is created when customers feel satisfied with the product, regardless of whether the product is purchased or ordered online. Meanwhile, E-satisfaction can also occur when the service or product provided not only meets, but even exceeds customer expectations. Overall, E-satisfaction focuses not only on meeting basic needs, but also on creating experiences that provide more value, which ultimately strengthens customer loyalty to the company.

According to (Mamakou et al., 2024b) Attractiveness or visual appeal of the site has a positive effect on the perception of electronic service quality (E-SERVQUAL), there by increasing user satisfaction and experience in shopping online. Attractiveness has a positive influence on E-SERVQUAL. This means that the more attractive and user-friendly the digital interface of the service, the perception of electronic service quality also tends to increase. This shows that the attractiveness factor plays an important role in improving the quality of service perceived by users (Pushparaja et al., 2021).

H1: Attractiveness has a positive effect on E-SERVQUAL.

According to (Ginting et al., 2023) aspects of dependability or reliability usually have a positive effect on E-SERVQUAL because trust and timeliness in service increase perceptions of service quality. (Gusfi et al., 2024) Dependability has a positive influence on E-SERVQUAL in this study, contextually and based on the theoretical framework, the reliability aspect is recognized as an important component that contributes positively to E-SERVQUAL.

H2: Dependability has a positive effect on E-SERVQUAL.

According to (Pushparaja et al., 2021) Novelty in digital library design is seen as important to improve user experience, therefore, it can be assumed that novelty has a positive influence on E-SERVQUAL because it improves aesthetic aspects, innovation, and overall user satisfaction.

H3: Novelty has a positive effect on E-SERVQUAL.

According to (Omar et al., 2021) E-SERVQUAL has a positive effect on E-Satisfaction because improving the quality of online services, such as reliability and responsiveness, will improve customer experience and satisfaction with these services. According to (Ashiq & Hussain, 2024) This study shows that only the reliability of SERVQUAL has a positive and significant effect on E-Satisfaction in the context of this study. So, it cannot be fully generalized that SERVQUAL as a whole has a positive effect on E-Satisfaction.

H4: E-SERVQUAL has a positive effect on E-Satisfaction.

Relationship between E-Servqual and E-Satisfaction

Mamakou et al. (2024) e-servqual is a key factor in determining the level of customer satisfaction in a digital environment. Services that are considered efficient, reliable, responsive, and able to ensure user security and privacy are proven to significantly increase customers' positive perceptions of the online shopping experience. In line with previous empirical findings, higher e-service quality contributes directly to increased e-satisfaction. Therefore, the hypothesis in this study is formulated as follows:

H5: E-SERVQUAL mediates the effect of Attractiveness on E-Satisfaction.

In addition, with e-satisfaction acting as a mediator, the following statements have been hypothesized:

H6: E-SERVQUAL mediates the effect of Dependability on E-Satisfaction.

H7: E-SERVQUAL mediates the effect of Novelty on E-Satisfaction.

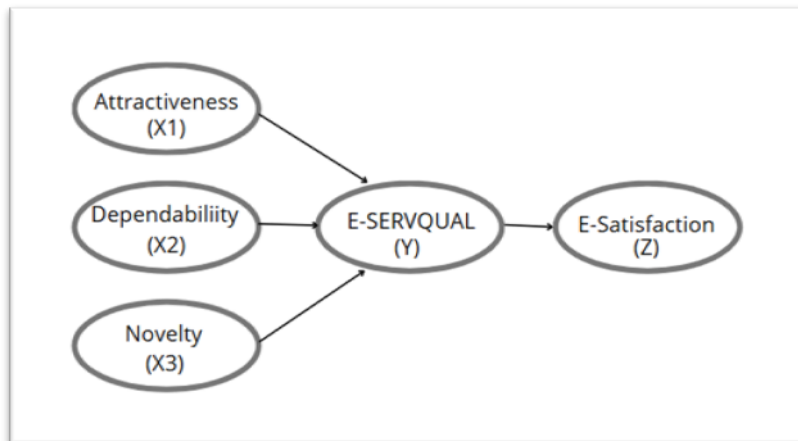


Figure 2. Conceptual Framework

METHODOLOGY

This quantitative research aims to analyze the relationship between User Experience in terms of Attractiveness, Dependability, and Novelty, and E-Satisfaction, and E-Servqual acting as mediation in the context of research on the Halodoc application object in Indonesia. The research hypotheses were tested using a five-point Likert scale measurement instrument, ranging from 1 (strongly disagree) to 5 (strongly agree). To collect data from respondents, this study used a questionnaire that focused on measuring The Effect of Attractiveness, Dependability, and Novelty on E-Satisfaction Mediated by E-Service Quality of Halodoc Application in Indonesia.

The non-probability sampling method is used in sample selection, taking into account certain characteristics in the sampling process. The respondents selected were Halodoc users who had used this application service at least once. The Partial Least Square (PLS) approach in Structural Equation Modeling (SEM) was used to analyze the collected data. The SEM-PLS method allows validation of the structural equation model by considering the latent variables that play a role in this study.

Through this method of analysis, this study is expected to provide deeper insights into the interactions between User Experience, E-Satisfaction, and E-Service Quality of digital healthcare applications. The results of this study can provide useful information for Halodoc and other stakeholders in understanding the factors that influence customer satisfaction and user behavior. In addition, the findings are expected to help Halodoc design more effective strategies to improve user experience and customer satisfaction with their digital health services.

RESULTS

The results of this study indicate that user experience significantly contributes to shaping perceptions of E-Service Quality in the use of the Halodoc application. The Attractiveness dimension, which includes visual appeal, interface comfort, and ease of navigation, is proven to increase positive perceptions of service. This finding is in line with the opinion of Mamakou et al. (2024) who state that attractive and user-friendly interfaces have a positive effect on perceptions of digital service quality, and encourage customer satisfaction in an online context. In addition, the Dependability dimension, which reflects system reliability and service consistency, also makes an important contribution to E-SERVQUAL. This supports the results of (Ginting et al., 2023) and (Gusfi et al., 2024) who confirmed that digital system reliability, such as timeliness, clarity of information, and platform stability, are important indicators of e-service quality. Novelty aspects have also been shown to strengthen perceptions of E-SERVQUAL. Innovative and different experiences create a positive impression of the service, as explained by (Pushparaja et al., 2021) who emphasized that the element of novelty in digital design can increase user satisfaction and engagement.

Furthermore, e-service quality is proven to be a key determinant in creating customer satisfaction (E-Satisfaction). When users feel that the services provided by Halodoc are efficient, reliable, the system is stably available, and able to keep personal data safe, they tend to feel overall satisfaction. This finding is consistent with the research results of (Omar et al., 2021) and (Ashiq & Hussain, 2024), which state that improving the quality of digital services has a direct impact on increasing customer satisfaction. However, the most interesting finding of this study is the mediating role played by E-SERVQUAL in the relationship between User Experience and E-Satisfaction. Although users have interesting and innovative experiences, it does not necessarily create satisfaction without being supported by high service quality. This reinforces the findings of (Mamakou et al. (2024) That E-SERVQUAL is an important bridge in connecting UX with E-Satisfaction. In the context of Halodoc, the presence of new features, attractive interfaces, and pleasant experiences will only impact satisfaction if the service functions reliably, efficiently, and safely. Therefore, this study not only confirms the importance of integration between user experience and digital service quality, but also makes a significant theoretical contribution in filling the gap of studies related to user satisfaction in digital health services, especially in developing countries such as Indonesia.

DISCUSSION

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CONCLUSIONS AND RECOMMENDATIONS

In the midst of rapid digital transformation in the healthcare sector, the results of this study confirm that the success of telemedicine services such as Halodoc is not only determined by the presence of technology, but also by how users feel about their overall experience. User Experience through the aspects of Attractiveness, Dependability, and Novelty plays an important role in shaping perceptions of E-Service Quality, which then affects the level of E-Satisfaction. This finding underscores that user satisfaction is not the result of a single element, but rather a synergy between attractive appearance, reliable service, and continuous innovation. Furthermore, the mediating role of E-Service Quality reinforces the understanding that quality service is the key bridge between user experience and their loyalty to the platform.

As an implication of these findings, Halodoc and other digital health service providers are advised to not only focus on feature development, but also on optimizing the emotional and functional user experience. First, a simple, intuitive and aesthetically pleasing interface should be a top priority to create a positive impression from the initial interaction. Secondly, system reliability needs to be improved, especially in terms of response speed, platform stability, and fulfillment of service promises such as timely delivery of medicines and consultations. Third, the element of novelty must be maintained through feature

innovations that are not only attractive, but also relevant to user needs. This means that a positive experience is not enough without a service that actually meets user expectations. Thus, the integration of attractive interface design and quality service is key in improving E-Satisfaction in digital health services such as Halodoc.

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