Ilomata International Journal of Management

OPEN ACCESS

RECEIVED 24 October 2025
ACCEPTED 12 December 2025
PUBLISHED 30 April 2026

CITATION
Rahmi IN, Astuti M, Manggabarani AS, (2026). Analysis of the Continuance Intention to Use Telemedicine Applications Mediated by Customer Satisfaction. Ilomata International Journal of Management. 7 (2), 804-808.
doi: 10.61194/ijjm.v7i2.1994

TYPE Original Research
PUBLISHED 30 April 2026
DOI 10.61194/ijjm.v7i2.1994
VOL 7 Issue 2 April 2026

Analysis of the Continuance Intention to Use Telemedicine Applications Mediated by Customer Satisfaction

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Abstract

This study aims to analyze the factors influencing continuance intention to use telemedicine applications in Indonesia by integrating perceived usefulness, perceived ease of use, perceived enjoyment, trust, and customer satisfaction as a mediating variable within an extended Technology Acceptance Model (TAM). A quantitative research design was applied using an online questionnaire distributed to 400 telemedicine users in DKI Jakarta, consisting of respondents aged 18–55 years with a gender distribution of 54% female and 46% male. The extension of TAM in this study clarifies how hedonic (perceived enjoyment) and trust-based components enhance the explanatory power of traditional TAM constructs by capturing both utilitarian and affective determinants of post-adoption behavior an aspect often overlooked in prior telemedicine research. Results obtained through Structural Equation Modelin –Partial Least Squares (SEM-PLS) using SmartPLS 4.0 show that perceived usefulness, perceived enjoyment, and trust significantly influence continuance intention both directly and indirectly through customer satisfaction, while perceived ease of use has no significant effect. Customer satisfaction is confirmed as a central mediating variable, reinforcing the long-term use of telemedicine services. These findings align with global digital health priorities and provide practical insights for healthcare policymakers and telemedicine developers in improving user retention and optimizing post-adoption engagement in Indonesia's digital healthcare ecosystem.

KEYWORDS

continuance intention; customer satisfaction; perceived enjoyment; perceived usefulness; telemedicine; trust.

Introduction

In the digital era, technological advancement has transformed various aspects of human life, creating more practical and modern solutions, particularly in the economic and health sectors (Aryadi et al., 2024; Mashis & others, 2023). The rapid development of internet-based services has encouraged digital business transformation through innovations such as e-commerce, digital payments, and mobile applications, which enhance efficiency and accessibility for users (Ng & others, 2024). Within this transformation, health-related applications have emerged as one of the most significant developments, offering accessible and convenient solutions to meet the growing demand for medical services (Puspita & Shihab, 2023).

Telemedicine represents a key innovation in this field, enabling healthcare services to be delivered remotely through digital communication technologies such as video conferencing, mobile apps, and online platforms (Sulistyaningsih & Nugraha, 2022). This approach not only improves access to healthcare, especially for rural populations, but also provides flexible and cost-effective solutions in situations such as the COVID-19 pandemic, where physical visits posed high risks (Esfandiari & others, 2021; Fandika & Kusumawati, 2023). Despite its benefits, however, the adoption of telemedicine has shown inconsistent trends. While usage increased significantly during the pandemic, post-pandemic recovery has seen a return to face-to-face consultations and a decline in sustained telemedicine adoption (Chrisdianti et al., 2023). This condition raises a critical question about users' continuance intention to use telemedicine in the long term.

Previous research has extensively applied models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) to examine digital service adoption, particularly in sectors dominated by financial technology such as e-wallets and mobile payments (Olivia & Kezia, 2022). However, despite the rapid growth of digital health ecosystems in Southeast Asia, studies specifically addressing telemedicine adoption and continuance intention remain comparatively limited (Budirahardjo & Laksmidewi, 2022). Recent region-focused evidence further supports this gap, with Indonesian and ASEAN studies emphasizing that user engagement in telemedicine is influenced by distinct socio-cultural, infrastructural, and trust-related factors not fully captured in traditional technology adoption research. This highlights the need for more contextually grounded investigations to understand post-adoption behavior in telemedicine, thereby reinforcing the urgency and relevance of the present study.

Therefore, there is a clear research gap in understanding the simultaneous influence of perceived usefulness, ease of use, enjoyment, trust, and customer satisfaction on the continuance intention to use telemedicine applications. Unlike financial or entertainment services, telemedicine requires users to navigate both technological interaction and trust in healthcare professionals, data security, and patient satisfaction, making it a uniquely complex research context. To address this gap, the present study differs methodologically by employing an integrated Structural Equation Modeling - Partial Least Squares (SEM-PLS) approach that tests these determinants within a unified extended TAM framework, allowing direct and mediated effects to be examined simultaneously. This methodological integration provides a more comprehensive assessment of post-adoption behavior in telemedicine compared to earlier studies that typically analyzed these variables separately or relied on initial-adoption models.

This study seeks to address these gaps by developing a comprehensive model that integrates perceived usefulness, perceived ease of use, perceived enjoyment, trust, and customer satisfaction as determinants of continuance intention to use telemedicine applications. The objectives of this research are to analyze the factors that significantly influence continuance intention, to examine the mediating role of customer satisfaction, and to provide insights into strategies for sustaining digital health adoption in Indonesia.

Methods

This study employed a quantitative research design using an online questionnaire with a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The operational definitions consisted of six main variables continuance intention (Y), customer satisfaction (Z), perceived usefulness (X1), perceived ease of use (X2), perceived enjoyment (X3), and trust (X4)(Maria & Sugiyanto, 2023; Putra & others, 2023). Each variable was measured through several indicators adapted from validated instruments used in prior studies on technology adoption. The adaptation process involved adjusting wording to the telemedicine context, followed by expert judgment from two academics in digital health and a pilot test with 30 respondents to ensure content validity and clarity. A summary of all indicators and number of items for each construct is presented in Table 1.

The population of this study comprised telemedicine application users in DKI Jakarta. Given that data collection was conducted online, a non-probability purposive sampling technique was employed to ensure consistency between the sampling method and the mode of distribution. Eligible respondents were individuals aged ≥18 years who had used telemedicine applications at least twice in the last six months. Using Slovin’s formula with a 5% margin of error, the minimum required sample size was calculated as 400 respondents, which was achieved and considered sufficient for SEM-PLS analysis.

Data analysis was performed using Partial Least Squares (PLS) with SmartPLS 4.0. The analysis procedure included descriptive statistics to profile respondents, evaluation of the measurement model, and structural model assessment. Convergent validity was determined based on loading factor values (>0.70) and Average Variance Extracted (AVE >0.50). Reliability testing used Cronbach’s Alpha and Composite Reliability (CR), with threshold values >0.70 indicating acceptable internal consistency. Structural model evaluation included examining R^2 to assess explanatory power, t-statistics (>1.96 at $\alpha = 0.05$) for hypothesis significance, and Q^2 (>0) for predictive relevance. All analytical stages followed recommended SEM-PLS guidelines to ensure robustness and accuracy of the findings.

Result and Discussion

Telemedicine in Indonesia has developed rapidly since its early introduction in the 1990s through basic telephone consultations and radiological data transmission. Its widespread adoption accelerated significantly with expanding internet access and the emergence of digital health platforms such as Halodoc and Alodokter (Yan & others, 2021). Utilization peaked during the COVID-19 pandemic, when telemedicine became a safe and accessible alternative to in-person consultations. This growth was remarkably rapid, with users increasing from approximately 4 million to more than 15 million in early 2020. Although usage declined after the pandemic, a substantial user base remained due to the convenience and efficiency of remote healthcare services. The contemporary challenge, therefore, is sustaining continuance intention amidst renewed preference for face-to-face care. Factors such as trust, perceived ease of use, and positive user experience continue to shape long-term behavioral engagement with telemedicine platforms. Importantly, the success of these applications depends not only on technical performance but also on user perceptions that influence satisfaction and ultimately retention in an increasingly competitive digital healthcare environment.

Research Data Description

This study employed an online questionnaire (Google Form) with a non-probability purposive sampling technique. A total of 400 respondents participated, which is considered adequate for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, as recommended by Hair Jr & others (2022) to minimize measurement error.

Respondent Characteristics

Based on demographic data, the majority of respondents were female (62%), consistent with the tendency of women to be more active in utilizing digital health technologies. Most respondents were under the age of 30 (83.75%), indicating that telemedicine users are predominantly younger generations who are more adaptive to technology. The majority also comprised employees (40%) and students (33%), suggesting that the service is popular among individuals with high mobility and busy daily activities.

The most frequently used application was Halodoc (40%), followed by KlikDokter (35%) and Alodokter (24%). Usage frequency over the past year showed that telemedicine remains situational, with 41% of respondents using it fewer than five times and 39% using it five to ten times.

Descriptive Data Analysis by Variables

The following presents descriptive statistics for each construct:

- Continuance Intention to Use the Application (Y)
  This variable was measured with eight indicators covering willingness to continue, habitual use, and intention to recommend. All indicators recorded high mean scores (4.02–4.32). The highest score was observed in Y.7 (4.32), indicating respondents considered the application highly recommendable. The lowest score was in Y.5 (4.02), suggesting slight doubts regarding the suitability of the technology. Overall, these findings imply that users not only feel supported but are also prepared to continue using telemedicine applications in the long run.
- Customer Satisfaction (Z)
  This variable was measured with eight indicators related to enjoyment, system satisfaction, service quality, and convenience. Mean scores for all indicators were in the high category (4.00–4.26). The highest score was recorded in Z.8 (4.26), reflecting that the application's navigation and interface were highly user-friendly. The lowest score was in Z.1 (4.00), which measured emotional enjoyment, indicating that although users were satisfied, the emotional aspect received the lowest rating among all satisfaction indicators. These results demonstrate that telemedicine applications successfully met user expectations in technical, functional, and emotional dimensions.
- Perceived Usefulness (X1)
  Perceived usefulness was measured with ten indicators related to performance improvement, productivity, and time efficiency. All indicators showed high to very high mean scores (3.98–4.29). The highest score appeared in X1.2 (4.29), confirming that the application significantly accelerated the medical consultation process. The lowest was X1.1 (3.98), which assessed the speed of initial access. This indicates that although telemedicine was broadly perceived as useful, improvements are still needed in terms of initial access speed.
- Perceived Ease of Use (X2)
  This variable assessed the perceived ease of operating the application, measured with eight indicators related to interface, navigation, and operational clarity. All indicators achieved very high mean scores (4.05–4.37). The highest was X2.1 (4.37), showing that the application is easily accessible anytime without requiring complex learning. The lowest was X2.6 (4.05), which measured the clarity of language in usage steps, indicating minor language barriers for some respondents.
- Perceived Enjoyment (X3)
  Perceived enjoyment was measured with six indicators representing positive feelings and enjoyable experiences. All indicators recorded high mean scores (4.08–4.18). The highest was X3.5 (4.18), showing that users felt delighted simply by interacting with the application regardless of its practical benefits. The lowest was X3.6 (4.08), related to features supporting health maintenance convenience. These results highlight that emotional dimensions play a significant role in user perceptions.
- Trust (X4)
  Trust was measured with ten indicators related to security, reliability, and application integrity. All indicators had consistently high mean scores (4.10–4.22). The highest was X4.2 (4.22), confirming user confidence in the competence of medical consultation services. The lowest was X4.1 (4.10), which measured service reliability. Overall, the findings demonstrate consistently high trust levels across competence, reputation, and data security.

Hypothesis Testing and Analysis

Data analysis was conducted using SmartPLS 4 to test the relationships among variables.

Model Design

The study began with the design of a structural model (inner model) and a measurement model (outer model) to depict the relationships between latent variables and their indicators. A path diagram was then constructed to visualize these relationships.

Coefficient Estimation and Evaluation

At this stage, path coefficients, loading factors, and weights were estimated using the PLS-SEM algorithm in SmartPLS. From the initial estimation, several items were identified as invalid, which were subsequently removed, followed by re-estimation to ensure the validity and reliability of the data.

Goodness-of-Fit Evaluation

This evaluation included validity and reliability tests. Convergent validity, assessed through outer loadings and Average Variance Extracted (AVE), confirmed indicator validity if values were above 0.708 or at least 0.50.

Perceived Usefulness and Continuance Intention (H1–H2)

The results demonstrate that perceived usefulness significantly affects continuance intention both directly and indirectly through customer satisfaction, indicating that users who perceive telemedicine as beneficial such as for saving time, improving access, or obtaining accurate information are more likely to continue using it. This aligns with the Technology Acceptance Model (Davis, 1989) and its subsequent extension (Venkatesh & Davis, 2000), which emphasize usefulness as a primary predictor of technology adoption. Additionally, Expectation Confirmation Theory (Bhattacherjee, 2001) supports the mediating role of satisfaction, while prior studies (Akdim et al., 2022; Dastane et al., 2023; Liu & others, 2021)confirm that usefulness strengthens satisfaction and loyalty. These findings indicate that telemedicine providers must enhance system features such as integrated medical records, specialist access, and timely consultations to reinforce perceived value and ensure sustainable use.

Perceived Ease of Use and Continuance Intention (H3–H4)

The analysis shows that perceived ease of use neither directly nor indirectly influences continuance intention through customer satisfaction, suggesting that usability alone is insufficient to drive long-term engagement. Although TAM (Davis, 1989) identifies ease of use as a core determinant of intention, later studies (Bhattacherjee, 2001; Venkatesh & Davis, 2000) show its diminishing influence in continuance contexts where relational and experiential factors dominate. Supporting evidence (Dwianto & others, 2024; Hur & others, 2017; Pan & others, 2005) indicates that users prioritize reliability, accuracy, and quality of outcomes over usability. Recent digital health studies (Chen et al., 2021; Dwivedi & others, 2022; Nguyen & Nguyen, 2023) further affirm that ease of use drives initial adoption but must be complemented by trustworthiness and functional performance. Thus, telemedicine providers should consider usability as a basic requirement rather than a strategic differentiator and instead strengthen diagnostic reliability, service consistency, and technical accuracy to maintain long-term user commitment.

Perceived Enjoyment and Continuance Intention (H5–H6)

Perceived enjoyment significantly influences continuance intention, both directly and through customer satisfaction, highlighting the importance of hedonic motivation in user retention. Enjoyment may arise from intuitive interfaces, smooth interactions, and the comfort of remote consultations. This finding aligns with the Hedonic Motivation System Adoption Model and UTAUT2 (Venkatesh & Davis, 2000), which position enjoyment as a key predictor of behavioral intention. Empirical studies (Catapan & others, 2025; Tunay et al., 2018) also show that enjoyment enhances satisfaction and

strengthens loyalty. These results imply that telemedicine platforms should incorporate user-centered designs, visually engaging elements, and seamless navigation to foster emotional gratification that supports continued usage.

Trust and Continuance Intention (H7–H8)

Trust significantly shapes continuance intention, both directly and through customer satisfaction, confirming that beliefs in data security, system reliability, and professional integrity are essential to sustained telemedicine use. These findings support trust-based models from e-commerce and mobile health adoption (Ng & others, 2024), while additional evidence (Kim et al., 2009; Shahab & others, 2021; Siagian & others, 2022; Zhou, 2011)emphasizes trust as a major antecedent of satisfaction and long-term loyalty. From a managerial perspective, telemedicine providers should prioritize transparency, secure data handling, medical professional credibility, and responsive service to strengthen user trust and ensure sustained engagement.

Customer Satisfaction and Continuance Intention (H9)

Customer satisfaction is found to be a significant predictor of continuance intention and serves as a central mechanism linking usefulness, enjoyment, and trust to sustained usage. This result supports the Information Systems Continuance Model (Bhattacherjee, 2001) and is consistent with prior evidence (Alviani et al., 2023; Gonu & others, 2023; Leninkumar, 2019), which highlight satisfaction as a long-term determinant of loyalty. Therefore, telemedicine platforms must prioritize service quality, fast responses, clear communication, and efficient system performance to consistently deliver positive user experiences.

Indonesian Cultural and Systemic Factors

In the Indonesian context, cultural and systemic factors influence how users perceive telemedicine services, particularly regarding trust and satisfaction. Indonesian users often rely on *kepercayaan interpersonal* (interpersonal trust) toward healthcare professionals, meaning that credibility, politeness, and communication clarity strongly affect perceived satisfaction. The widespread reliance on WhatsApp-based medical consultations and the hierarchical nature of doctor–patient relationships also shape expectations for responsiveness and reassurance. Furthermore, persistent digital literacy gaps and varying regional infrastructure quality create differing user experiences, making trust and perceived usefulness more critical determinants than ease of use. These contextual dynamics help explain why relational variables usefulness, enjoyment, and trust exert stronger effects on continuance intention compared to usability factors.

Conclusion

This study concludes that continuance intention to use telemedicine applications is predominantly shaped by perceived usefulness, perceived enjoyment, and trust, both directly and indirectly through customer satisfaction. These findings demonstrate that when users perceive telemedicine as beneficial, emotionally engaging, and trustworthy, their satisfaction strengthens, which subsequently increases their willingness to continue using the service. In contrast, perceived ease of use plays a comparatively weaker role, indicating that usability is viewed as a fundamental requirement rather than a determinant of long-term commitment. Overall, the results highlight that functional value, emotional experience, and trust collectively influence customer satisfaction as the central mediator of telemedicine continuance intention.

From a practical standpoint, service providers should focus on enhancing functional features, ensuring secure and reliable systems, and designing enjoyable user experiences that foster satisfaction and loyalty. To reinforce healthcare equity, telemedicine initiatives are encouraged to address disparities in access by optimizing applications for low-bandwidth environments, improving digital literacy, and integrating community health workers to support adoption in underserved and rural regions. Strengthening trust through transparent communication, robust data security, and professional credibility remains essential for maintaining sustainable user engagement.

This study has several limitations. First, the sample is dominated by urban users, which may not fully represent behavioral patterns in rural or remote areas with limited digital readiness. Second, the cross-sectional design restricts the ability to observe changes in continuance intention over time. Third, the study relies solely on self-reported data, which may be subject to response bias. Future research should consider incorporating rural samples, conducting longitudinal studies to examine the stability of user intentions, and integrating additional variables such as perceived risk, digital literacy, or healthcare accessibility factors. Mixed-method approaches may also provide deeper insights into the evolving dynamics of telemedicine adoption.

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