

The Influence of Social Information Processing and Perceived Usefulness in Building Customer Trust in Halodoc Users

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Abstract

The rapid development of digital technology has reshaped healthcare, with mobile apps such as Halodoc emerging as key tools for quick and efficient access to medical services and information. However, the success of such health apps depends on customer trust. This study investigated the relationship between social information processing (SIP) theory, perceived usefulness, and customer trust among Halodoc users in Surabaya City using quantitative methods. A total of 157 respondents were sampled, and data analysis was conducted using the SPSS application. The results showed that social information processing and perceived usefulness are simultaneously and partially significant in influencing the development of customer trust, where users assess Halodoc's information features and express satisfaction with its services, which then fosters trust. The findings highlight the importance of social information processing and perceived usefulness in building customer trust, offer insights for increasing trust in healthcare applications and inform marketing and product development strategies in the telemedicine industry.

Keywords: Social Information Processing, Perceived Usefulness, Customer Trust, Telemedicine, Halodoc.

INTRODUCTION

Advances in digital technology in health services have increased rapidly in recent years. *Mobile* applications in the rapidly developing digital era have changed the way people manage their health, access health services and search for medical information (Chandra & Henriette Pattyranie Tan, 2022). In this era of rapid digital and technological progress, business people are looking for solutions to health problems and taking the opportunity to respond quickly to market demand for health services, which is currently known as telemedicine. The combination of technology and health is a service that makes things easier for people, and Indonesia has adopted it. The introduction of digital applications has changed the way people engage with healthcare in the modern digital era, bringing both potential and concerns. As a well-known health application in Indonesia, Halodoc provides a variety of comprehensive health services, including appointment scheduling, connection with health professionals, and access to information. Halodoc is a preferred and new choice for people looking for health knowledge, excellent healthcare services and convenience. However, there are also phenomena or problems that occur in trust in digital applications, especially in the health sector. According to data sourced from the Kadata Insight Center (KIC), Halodoc is the most frequently used health application. So the phenomenon of problems with Halodoc can of course also occur more, such as problems with customer trust in the Halodoc digital health application which can cause users to feel uncomfortable. For an application like Halodoc to be successful, trust must be built. When it comes to user engagement, adoption, and continued devotion to an app, trust is critical. The essence of perceived trust-ability plays an important role in generating

consumer purchase intentions and leading to final decision making (Park and Lee, 2008) in (Azizah et al., 2017).

Halodoc allows users to communicate with doctors and ask questions about diagnosis, treatment, and instructions. To determine the quality of healthcare services provided, it is essential to understand how customers interpret and assess the data obtained. In addition to professional connections, Halodoc users often talk about health issues and experiences with other users. Social Information Processing allows understanding of how interactions between users influence users' perceptions of health conditions and behavior in seeking health services (Catherina et al., 2020). It is very important for users to trust the guidance and information obtained from Halodoc, because Social Information Processing influences users' information processing and health decision making. In the context of health applications such as Halodoc, perceived usefulness is also an important component that builds trust. To truly trust a digital health app, users must believe that the digital health app is a useful and trustworthy resource for health needs. It is very important to understand how perceived usefulness and social information processing interact to increase customer trust in Halodoc application users. The aim of this research is to clarify the complex interactions between these variables and offer in-depth information that will increase customer trust in health applications .

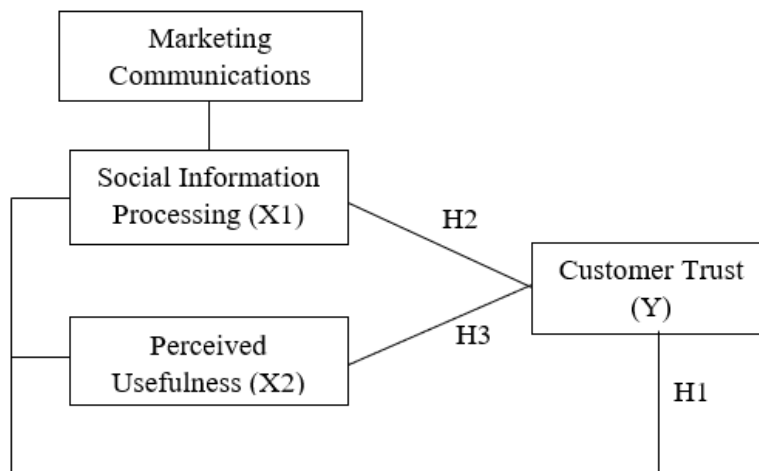


Figure 1. Framework Conceptual

Hypothesis said theory period short description of the problem encountered which can then be verified with actual data. The following is a hypothesis created based on descriptions and research findings provided by experts and previous researchers:

- H1: Social information processing and perceived usefulness simultaneously influence building customer trust in Halodoc application users.
- H2: Social information processing has a partial effect in building customer trust in Halodoc application users.
- H3: Perceived usefulness has a partial effect in building customer trust in Halodoc application users.

Theoretical review

Marketing

Marketing is now a multidimensional field that aims to create lasting relationships with customers in addition to selling goods, which has evolved from its origins with product-centric methods. Effective marketing starts with an understanding of consumer behavior. Marketers need to modify techniques in line with the increasing sophistication, social awareness, and value drive of consumers. This requires active participation in discussions relevant to the target audience in addition to spotting trends. According to Fou (in Haryono, 2018), marketing is the activity of monitoring consumer reactions and responses, enabling customer purchases, and expanding product targets through the right strategy and approach. Philip Kotler in the book

Firmansyah (2020) states that marketing is a social activity in society in which people create, offer and exchange valuable goods and services with other people to meet their needs .

Marketing Communications

Anything the entire company does that influences customer behavior or perceptions is considered marketing communications. Marketing communication is dialogue with clients which is as important as listening as communicating (Gallen, 2010). Marketing communications is essential in this era of big data as it helps interpret the vast amount of information that is accessible. Companies can use data-driven insights to make informed decisions about how best to prioritize channels, where and how to use resources, and what messages best connect with target audiences. The growth of communication channels has led to an increase in the complexity of marketing communications. A marketing communications planning method that recognizes the benefits of a comprehensive plan that assesses the strategic role of multiple communications disciplines, such as public relations, sales promotion, direct response, and general advertising, and combines these disciplines for maximum, bold, and impact. consistent (Eagle et al., 2015).

Social Information Processing

Social Information Processing (SIP) theory explains how communicators who interact through computer-mediated text-based communication (CMC) build connections and perceptions with each other. Joseph Walther developed the Social Information Processing (SIP) Theory in 1992. This theory explains how elements of the communication process interact with media technology features to encourage the formation of closeness and interest in the online environment. A communication theory known as “social information processing” highlights the value of time, familiarization, information exploration, and relationship building in the context of digital communication. This theory explains how people can overcome the barriers to meaningful interpersonal relationships that arise when communicating online (Walther, 2011).

Perceived Usefulness

Perceived usefulness of a system is a user's subjective assessment of its ability to carry out activities at a certain level and has an impact on whether or not a system is accepted for use (Damayanti, 2019). Aziziyah (2021) states that perceived usefulness is a metric assigned to users of a technology to demonstrate how to use it. The extent to which people believe they can perform better by utilizing technological support is known as perceived usefulness (Saripah et al., 2016) in (Tahar et al., 2020). The extent to which a person thinks that using a particular system will improve his or her performance at work is known as perceived usefulness. One of the main things that drives someone to embrace and use technology is the belief that it will improve work results or performance (Venkatesh et al., 2003)

Customer Trust

According to Moorman, Deshpande, and Zaltman (1993), customer trust is an individual's desire to be involved with other people who carry out transactions as a result of other people having trust in other parties. Furthermore, customer trust is the belief that individuals will behave in accordance with their own expectations and the hope that those who have been chosen as trustworthy people will not act opportunistically or take advantage of the situation (Kamtarin, 2012) in (Ginting et al., 2023) . According to Gul (2014), a consumer who remains loyal to a product or service basically places trust in that product or service. One of the factors that influences brand loyalty is trust, because trust creates a significant relationship between brands and consumers (Morgan and Hunt, 1994).

RESEARCH METHODS

This research uses a quantitative approach to investigate the relationship between social information processing (SIP), perceived usefulness, and customer trust among Halodoc application users in the city of Surabaya. The definition of quantitative research is a positivist-based research methodology that involves studying a particular population or sample, collecting data with research tools, and analyzing quantitative data to evaluate previously formed hypotheses (Sugiyono, 2014). The measurement scale used in this research is the Likert scale with 157 respondents being the research sample, and data analysis was carried out using the SPSS application. For sampling using a non-probability sampling method. Meanwhile, to determine the sample using purpose sampling techniques. This research uses a type of external data obtained from the results of data collection carried out online by following the rules or conventions according to research in general, namely through book sites, previous journals and official websites. Researchers collected data by distributing questionnaires via Google Form, literature study and online research as well as analyzing the data obtained using descriptive statistical techniques. Data processing was carried out using the IBM SPSS Statistics version 26 application.

RESULTS AND DISCUSSION

General Description of Respondents

Based on the results of distributing the questionnaire, 157 respondents were obtained, 117 women and 40 men. Each category has a relative age between 21 – 25 years, with the majority having student status and domiciled in East Surabaya. This is in accordance with the target target of 157 respondents with transaction frequency in the last 6 months when using Halodoc. Complete data regarding the characteristics of respondents obtained in this study have been summarized in table 1.

Table 1. Results of Respondent Characteristics Data

PERCENTAGE AMOUNT		
Gender		
Woman	117	74.5 %
Man	40	25.5 %
Age		
15 – 20 Years	18	11.5 %
21 – 25 Years	127	80.9 %
≥ 26 Years	12	7.6 %
Status		
Student / Students	132	84.1 %
Worker	25	15.9 %
Domicile		
Central Surabaya	16	10.2 %
East Surabaya	65	41.4 %
West Surabaya	46	29.3 %
North Surabaya	15	9.6 %
South Surabaya	15	9.6 %
Transaction Frequency in the Last 6 Months		
1 – 3 Times	108	68.8 %
4 – 6 Times	37	23.6 %
≥ 7 Times	12	7.6 %

Source: Data Processed by Researchers (2024)

Validity and Reliability Test

Measuring the validity and reliability of test variables and indicators using IBM SPSS Statistics version 26 with the results presented in table 2. Based on the results obtained, it can be concluded that all indicators for each variable are declared valid with an average value above 0.5 using the t-table standard in value 0.1567.

Likewise, the Cronbach's Alpha value for all variables has a value of > 0.60 so that the overall measuring instrument indicators are declared reliable.

Table 2. Validity and Reliability Test Results

Indicator Variables	r_{count}	r_{table}	Information	$Alpha$	<i>Cronbach's Alpha</i>	Information
<i>Social Information Processing (X1)</i>				0.60	0.900	Reliable
X1.1	0.712	0.1567	Valid			
X1.2	0.839	0.1567	Valid			
X1.3	0.827	0.1567	Valid			
X1.4	0.852	0.1567	Valid			
X1.5	0.858	0.1567	Valid			
X1.6	0.812	0.1567	Valid			
<i>Perceived Usefulness (X2)</i>				0.60	0.891	Reliable
X2.7	0.796	0.1567	Valid			
X2.8	0.839	0.1567	Valid			
X2.9	0.837	0.1567	Valid			
X2.10	0.867	0.1567	Valid			
X2.11	0.837	0.1567	Valid			
<i>Customer Trust (X3)</i>				0.60	0.966	Reliable
X3.12	0.772	0.1567	Valid			
X3.13	0.877	0.1567	Valid			
X3.14	0.844	0.1567	Valid			
X3.15	0.868	0.1567	Valid			
X3.16	0.842	0.1567	Valid			

Source: Data Processed by Researchers (2024)

Simultaneous Influence of Social Information Processing and Perceived Usefulness in Building Customer Trust in Halodoc Users

Based on the results of hypothesis testing, it was found that there was a simultaneous influence of independent variables, namely social information processing (X1) and perceived usefulness (X2) on customer trust (Y) among Halodoc users. So these results are in accordance with H1, namely that social information processing (X1) and perceived usefulness (X2) have a significant and positive simultaneous influence in building customer trust (Y) in Halodoc users. This is proven by looking at the value of the results of social information processing and perceived usefulness towards customer trust. The Fcount value is 20.076 with a significance of 0.000. So, $F_{\text{count}} > F_{\text{table}}$, namely $20,076 > 3.05$ and is shown by the significance value of F being smaller than $\alpha = 0.05$ ($0.00 < 0.05$). Because the social information processing and perceived usefulness offered by Halodoc are able to make Halodoc users feel confident and confident in using it. This is based on indicators from respondents' questions that Halodoc is a health application that has high integrity standards and is able to process health information and provide useful features that really help customers to make health matters easier, and can also maintain the privacy of customer data. well so that customers will feel safer when using the Halodoc health application. Statistically proven the relationship between social information processing and perceived usefulness on customer trust using correlation coefficient analysis shows that there is a relationship of 0.424 and 0.435 so it becomes 0.859 with a significance of 0.000. According to the correlation coefficient interpretation guideline table, this means that there is a positive correlation between social information processing and perceived usefulness and customer trust with a **very strong level of relationship** , and this correlation is significant because it is < 0.05 .

The Effect of Partial Social Information Processing in Building Customer Trust in Halodoc Users

Based on the results of hypothesis testing using the T test, it is known that partially the social information processing variable (X1) has a significant and positive influence on customer trust (Y) in Halodoc users. So this result is in accordance with H2, namely social information processing (X1) has a significant and positive partial influence in building customer trust (Y) in Halodoc users. By looking at the results of social information processing on customer trust, a t-count value of 2.415 was obtained with a significance of 0.017. So, $t_{count} > t_{table}$ is $2.415 > 1.97549$ and the significance level is <0.05 . This means that $H_0 : \beta_1$ and H_1 are accepted. In other words, Halodoc has succeeded in providing information related to news, articles and other health sector services well and with credibility. This is proven by the large number of users who interact with doctors or other users before placing an order on Halodoc. Apart from that, customers can also see comments from other users on reviews of the doctors they want to order. So, customers will feel safe and confident when making transactions with Halodoc. Statistically proven the relationship between social information processing and customer trust using correlation coefficient analysis shows that there is a relationship of 0.424 with a significance of 0.000. According to the correlation coefficient interpretation guideline table, this means that there is a positive correlation between social information processing and customer trust with a **moderate level of relationship**, and this correlation is significant because <0.05 .

The Effect of Partial Perceived Usefulness in Building Customer Trust in Halodoc Users

Based on the results of hypothesis testing using the T test, it is known that partially the variable perceived usefulness (X2) has a significant and positive influence on customer trust (Y) among Halodoc users. So this result is in accordance with H3, namely perceived usefulness (X2) has a significant and positive partial influence in building customer trust (Y) in Halodoc users. By looking at the results of perceived usefulness towards customer trust, a t-count value of 3.685 is obtained with a significance of 0.000. So, $t_{count} > t_{table}$ is $3.685 > 1.97549$ and the significance level is <0.05 . This means that $H_0 : \beta_1$ and H_1 are accepted. This means that it can be said that the hypothesis is accepted, the perceived usefulness variable (X2) partially influences the customer trust variable (Y). In other words, Halodoc has succeeded in providing features that really help users in terms of making it easier to carry out transactions or health needs. The existence of customer service in the form of discounts on services, products, delivery services, certain vouchers to save costs on Halodoc can provide a sense of practicality and ease for customers to use, as well as features to protect the personal data of doctors and customers so as to make customers feel safe and efficient in transactions before and after use. Statistically proven the relationship between perceived usefulness and customer trust using correlation coefficient analysis shows that there is a relationship of 0.435 with a significance of 0.000. According to the correlation coefficient interpretation guideline table, this means that there is a positive correlation between perceived usefulness and customer trust with a **moderate level of relationship**, and this correlation is significant because it is <0.05 .

Practical and Theoretical Benefits

The results of the influence of social information processing and perceived usefulness on customer trust in this research can provide practical benefits to contribute to building digital health service provider information and building customer trust, and can also increase user retention which leads to closer long-term relationships between application platforms. Halodoc or other digital health with users. Then, theoretically these results can contribute to academic knowledge in the field of digital health technology and customer relationship management, as well as help in the development of better theories and models to explain the interactions between technology, customer trust and other factors in the context of digital health services. These results show that social information processing and perceived usefulness have a significant and positive influence on customer trust, thus strengthening the concept that social information processing and perceived usefulness have an important influence on customer trust among Halodoc users.

CONCLUSION

Based on the results and discussion, it is concluded that Hypothesis 1 (H_1) is accepted, it can be stated that the variables social information processing (X1) and perceived usefulness (X2) simultaneously have a significant and positive effect on building customer trust (Y) in Halodoc users with the level of relationship very strong. Users feel that the information feature services on Halodoc are very useful and users feel satisfied

with the Halodoc application, thus making users feel safe and confident when using the Halodoc application. Hypothesis 2 (H2) is accepted, it can be stated that the social information processing variable (X1) partially has a significant effect on building customer trust (Y) in Halodoc users with a medium level of relationship. Users feel helped by the information services available on Halodoc, so that users can also feel more confident in the information that is available on the Halodoc application. Hypothesis 3 (H3) is accepted, it can be stated that the variable perceived usefulness (X2) partially has a significant effect on building customer trust (Y) in Halodoc users with a medium level of relationship. Users feel satisfied and helped by the Halodoc feature service, so that users can trust the features available in the Halodoc application.

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