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ANTECEDENTS OF TELEHEALTH IMPACTING USER SATISFACTION AND CONTINUOUS USAGE INTENTION: A STUDY OF ALODOKTER USERS

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Abstract:

Background: Telemedicine has become an essential component of modern healthcare delivery by enabling remote consultations and healthcare services through digital communication technologies. In Indonesia, the rapid growth of telehealth platforms reflects increasing public acceptance of digital healthcare solutions. Among these platforms, Alodokter is recognized as one of the leading telemedicine applications, offering online consultations, medical information, and healthcare services. However, despite its high number of users and positive satisfaction reports, inconsistencies remain between user satisfaction levels and public app rankings.
Purpose: This study aims to investigate the antecedents of user satisfaction and examine their influence on continuous usage intention and intention to recommend the Alodokter application.
Design/methodology/approach: This research employed a quantitative approach using survey questionnaires distributed to 279 respondents who had previously used Alodokter. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.9.2. The study examined the effects of price value, social influence, confirmation, perceived usefulness, and perceived ease of use on user satisfaction, as well as the impact of satisfaction on continuous usage intention and intention to recommend.
Findings/Result: The findings indicate that price value, social influence, perceived usefulness, and perceived ease of use significantly and positively influence user satisfaction. In contrast, confirmation does not significantly affect satisfaction. Furthermore, satisfaction significantly influences both continuous usage intention and intention to recommend, indicating that satisfied users are more likely to continue using and recommending the application to others.
Conclusion: Enhancing user satisfaction is essential for maintaining user retention and encouraging positive recommendations in telehealth services. Improving usability, perceived value, and social engagement can strengthen long-term adoption of telemedicine applications in Indonesia.
Originality/value: This study extends the technology acceptance framework by integrating price value and social influence variables into the telehealth context, providing additional insights into factors influencing telemedicine continuance behavior in Indonesia.

Keywords: satisfaction, price value, social influence, perceived usefulness, telehealth

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INTRODUCTION

Telemedicine has emerged as an important innovation in modern healthcare systems, enabling healthcare services to be delivered remotely through digital communication technologies (Harst et al. 2019). The development of telehealth services has accelerated significantly in recent years due to increasing internet penetration, smartphone adoption, and the demand for accessible healthcare services (Aceto et al. 2020). Telemedicine provides various benefits, including reducing travel time, increasing healthcare accessibility, and improving efficiency for both patients and healthcare providers. The COVID-19 pandemic also accelerated the use of digital health services by limiting conventional healthcare access and encouraging remote consultations (Birkmeyer et al. 2020; Creedon et al. 2020; Iyengar et al. 2020). In Indonesia, telemedicine implementation is regulated by the Ministry of Health Regulation No. 20 of 2019, which supports the integration of digital healthcare into national healthcare services.

Among telehealth platforms in Indonesia, Alodokter has become one of the dominant applications, offering online doctor consultations, medical information, prescription services, and laboratory testing. The platform has gained millions of active users and collaborates with thousands of medical professionals. The increasing use of mobile health services reflects the broader adoption of health applications among smartphone users (Deng, 2010; Krebs & Duncan, 2015). Despite Alodokter's popularity and high reported satisfaction levels, inconsistencies remain between user satisfaction surveys and public application rankings. This condition indicates that there may be several underlying factors influencing user satisfaction and continued usage behavior. Understanding these factors is important because maintaining user satisfaction is critical for sustaining long-term telehealth adoption and competitiveness in the digital healthcare industry.
Previous studies have extensively examined technology acceptance and continuance intention in digital platforms using frameworks such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), UTAUT2, and Expectation Confirmation Model (ECM). These theories explain how perceived usefulness, perceived ease of use, confirmation, social influence, and facilitating conditions shape user adoption and post-adoption behavior (Davis, 1989; Bhattacherjee, 2001; Venkatesh et al. 2003; Venkatesh et al. 2012; Lee, 2010). Research on mobile health and healthcare information systems also shows that perceived value, usability, trust, and service-related factors influence willingness to use digital health platforms (Deng, 2010; Duarte & Pinho, 2019; Pai & Huang, 2011; Rahi et al. 2020). Satisfaction is important because it can convert a positive service experience into continued use and recommendation in mobile health services (Hussain et al. 2019; Song et al. 2021; Zagita et al. 2021). Studies on intention to recommend in digital services further show that perceived benefits and positive user experience can encourage advocacy behavior (Oliveira et al. 2016; McLean et al. 2020).

However, research specifically focusing on telehealth applications in Indonesia remains limited. In particular, there is still insufficient empirical evidence regarding how economic factors such as price value and social factors such as social influence affect user satisfaction in Indonesian telemedicine platforms. Most previous studies primarily focused on technological acceptance variables without integrating broader behavioral and economic perspectives. Therefore, this study offers novelty by extending the technology acceptance framework through the inclusion of price value and social influence variables in the telehealth context. In addition, this study specifically examines the relationship between satisfaction, continuous usage intention, and intention to recommend among Alodokter users in Indonesia.

This study adopts a quantitative research approach to examine the relationships between the proposed variables related to telehealth user behavior. Quantitative research was selected because it allows objective measurement of user perceptions and statistical testing of relationships among variables. Data were collected through questionnaires distributed to users of the Alodokter application who had prior experience using telehealth services. The study employed purposive sampling to ensure that respondents met the research criteria and possessed relevant experience in using telemedicine applications. A total of 279 valid responses were successfully collected and analyzed in this study. The selected respondents were considered appropriate for representing telehealth users in Indonesia because they actively interacted with digital healthcare platforms.

To analyze the relationships among variables, this research used Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. This analytical method was selected because it is suitable for examining complex models involving multiple latent variables and predictive relationships simultaneously. PLS-SEM is also considered effective for exploratory research and behavioral studies involving user perceptions and technology acceptance. In addition, the method can handle models with multiple dependent and independent variables within a single framework. The proposed model examines the influence of price value, social influence, confirmation, perceived usefulness, and perceived ease of use on user satisfaction, as well as the impact of satisfaction on continuous usage intention and intention to recommend. Through this approach, the study aims to provide comprehensive insights into the behavioral factors influencing telehealth adoption and continuance behavior in Indonesia.

The purposes of this study are as follows:

1. To analyze the effect of price value on user satisfaction toward the Alodokter application.
2. To examine the influence of social influence on user satisfaction.
3. To investigate the effect of confirmation on user satisfaction.
4. To determine the influence of perceived usefulness on user satisfaction.
5. To analyze the effect of perceived ease of use on user satisfaction.
6. To examine the influence of satisfaction on continuous usage intention.
7. To analyze the effect of satisfaction on intention to recommend the Alodokter application.

METHODS

This study employed a quantitative research design to examine the factors influencing user satisfaction and behavioral intention toward the Alodokter platform. Quantitative research was selected because it enables objective measurement and statistical analysis of relationships among variables related to telehealth adoption and continuance behavior. The study utilized primary data collected directly from respondents through structured questionnaires distributed online. The respondents consisted of Alodokter users aged between 20 and 39 years who had previously used telehealth services. This respondent group was considered relevant because users in this age range are generally familiar with mobile applications and digital service interactions. The variables analyzed in this study included price value, social influence, confirmation, perceived usefulness, perceived ease of use, satisfaction, continuous usage intention, and intention to recommend.

Data collection was conducted using an online questionnaire distributed through social media platforms and digital communication channels. A purposive sampling technique was applied because respondents were required to meet specific criteria relevant to the research objectives. To qualify for participation, respondents had to be active users of the Alodokter application and have prior experience using telehealth services. This criterion ensured that respondents were able to evaluate the service based on actual usage experience. The purposive sampling approach was therefore appropriate because the study required participants who understood the features and service process of the Alodokter application.

The questionnaire consisted of two sections. The first section gathered demographic information such as gender, age, and educational background. The second section measured the research constructs using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). A total of 279 valid responses were collected and analyzed. The sample size exceeded the minimum requirement calculated using the Cochran formula, ensuring sufficient statistical power and representation for hypothesis testing.

The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS 4.0.9.2 software. PLS-SEM was selected because it is suitable for analyzing complex research models involving multiple latent variables and predictive relationships simultaneously. This method is widely used in behavioral and technology acceptance research because it can effectively analyze exploratory models and relatively large numbers of indicators. The analysis process consisted of evaluating the measurement model and the structural model. The measurement model was assessed through convergent validity, discriminant validity, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The structural model evaluation included Variance Inflation Factor (VIF), coefficient of determination (R2), and

predictive relevance (Q2). Hypothesis testing was conducted using the bootstrapping procedure with 10,000 resamples to determine the significance of path coefficients among variables.

This study proposes seven hypotheses based on the relationships among the variables and the theoretical foundations of TAM, UTAUT, UTAUT2, and ECM. Price value is expected to influence satisfaction because users tend to evaluate whether the perceived benefits of a telehealth service are worth the cost and effort required to use it. Social influence is expected to affect satisfaction because recommendations, opinions, and social validation from other users can shape trust and service evaluation. Confirmation is expected to affect satisfaction because users compare their actual experience with prior expectations when evaluating digital services. Perceived usefulness and perceived ease of use are expected to influence satisfaction because useful and easy-to-use applications tend to create more favorable service experiences. Finally, satisfaction is expected to encourage continuous usage intention and intention to recommend because satisfied users are more likely to maintain use and share positive experiences with others (Bhattacherjee, 2001; Hussain et al. 2019; Oliveira et al. 2016; Song et al. 2021). The hypotheses are as follows.

H1: Price value has a positive and significant effect on satisfaction

H2: Social influence has a positive and significant effect on satisfaction

H3: Confirmation has a positive and significant effect on satisfaction

H4: Perceived usefulness has a positive and significant effect on satisfaction

H5: Perceived ease of use has a positive and significant effect on satisfaction

H6: Satisfaction has a positive and significant effect on continuous usage intention

H7: Satisfaction has a positive and significant effect on intention to recommend

As shown in Figure 1, the research framework assumes that satisfaction is influenced by price value, social influence, confirmation, perceived usefulness, and perceived ease of use. The framework also assumes that satisfaction influences continuous usage intention and intention to recommend. This structure reflects the integration of technology acceptance and continuance perspectives in explaining telehealth user behavior. The model places satisfaction as a central construct because it links users' evaluations of the application with their future behavioral intentions. Therefore, the proposed framework provides a basis for testing how service-related, social, and technology-related factors affect Alodokter users.

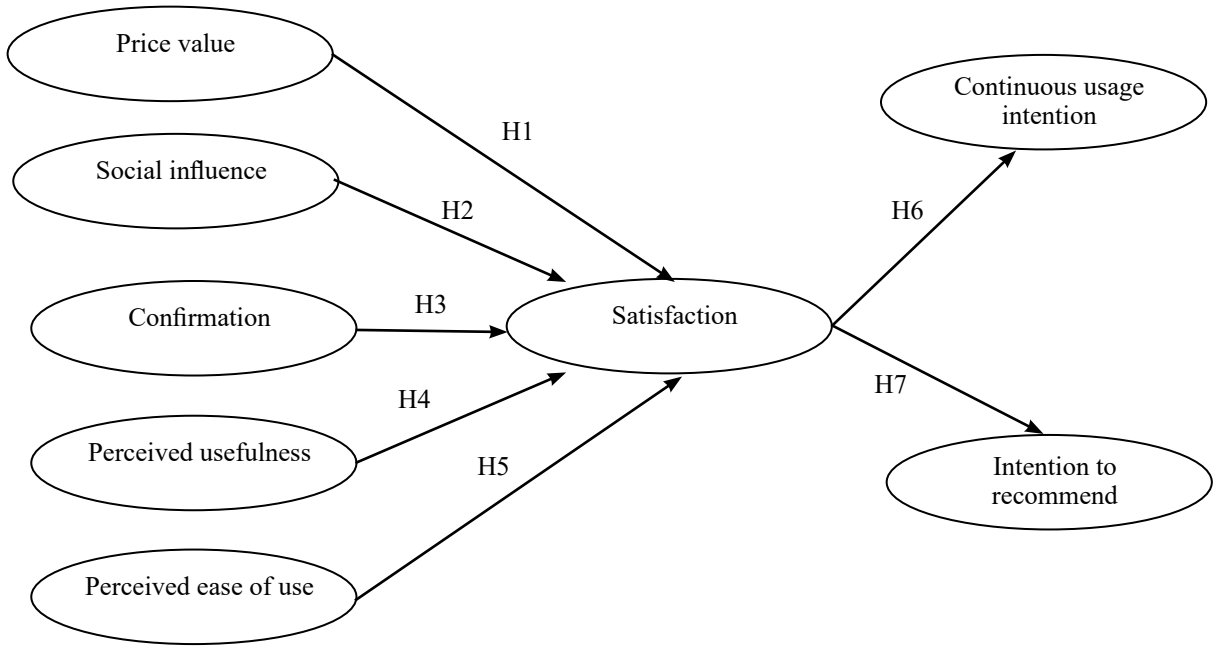


Figure 1. Research framework of satisfaction, continuous usage intention, and intention to recommend among alodokter users

RESULTS

As shown in Table 1, respondent characteristics provide a comprehensive understanding of the demographic profile of Alodokter users participating in this study. Of the 279 respondents, 67,7% were female and 32,3% were male. Most respondents were aged 24-29 years (42,7%), followed by 30-39 years (39,8%) and 20-23 years (17,6%). In terms of domicile, 69,2% lived in the Greater Jakarta Area and 30,8% lived outside the Greater Jakarta Area. Regarding education, 56,6% held a bachelor's degree, 24,0% had a master's degree, and 19,4% completed senior or vocational high school. These characteristics indicate that the sample was dominated by young adult users with relatively high educational backgrounds and regular exposure to digital services.

Table 2 shows the convergent validity results of the measurement constructs used in this study. The results indicate that all questionnaire items are valid because each construct meets the required threshold value of 0,7. This means that the measurement indicators have a satisfactory level of validity and are capable of accurately measuring the variables under investigation. Furthermore, the findings suggest that each indicator is strongly associated with its respective construct. Therefore, the measurement instrument can be considered appropriate for collecting reliable data and supporting further statistical analysis.

Table 3 shows the reliability test results for all research constructs. The reliability value of each variable is higher than the recommended threshold of 0,7. Based on the Cronbach's Alpha and Composite Reliability results, all variables demonstrate acceptable reliability levels. This finding emphasizes that the measurement instrument is capable of producing consistent and dependable results. Furthermore, the items within each construct are internally consistent and effectively measure the same underlying concept. Therefore, the reliability assessment confirms that the instrument is suitable for further statistical analysis and hypothesis testing.

Table 1. Respondent characteristics of alodokter users in the telehealth satisfaction survey

Characteristic	Category	Number (n=279)	Percentage (%)
Gender	Man	90	32.3
	Woman	189	67.7
Age	20–23 years	49	17.6
	24–29 years	119	42.7
	30–39 years	111	39.8
Domicile	Greater Jakarta Area (Jabodetabek)	193	69.2
	Outside Greater Jakarta Area	86	30.8
Education Level	Senior High School / Vocational High School (SMA/SMK)	54	19.4
	Bachelor's Degree (S1)	158	56.6
	Master's Degree (S2)	67	24.0

Table 2. Convergent validity results of constructs measuring price value, social influence, confirmation, perceived usefulness, perceived ease of use, satisfaction, continuous usage intention, and intention to recommend among alodokter users

Variable	Cut value	Convergent Validity
Confirmation (CON)	0.7	Valid
Continuous Usage Intention (CUI)	0.7	Valid
Intention to Recommend (IR)	0.7	Valid
Perceived Ease of Use (PEOU)	0.7	Valid
Perceived Usefulness (PU)	0.7	Valid
Price Value (PV)	0.7	Valid
Satisfaction (SAT)	0.7	Valid
Social Influence (SI)	0.7	Valid

Table 4 presents the comparison between the inter-construct correlation coefficients and the square root of the Average Variance Extracted (AVE), which is displayed along the diagonal of the matrix. The results show that the square root of the AVE for each construct exceeds its correlations with other constructs. This indicates that the measurement model has satisfactory discriminant validity based on the Fornell-Larcker criterion. The finding suggests that each construct is empirically distinct from the others. In addition, the results demonstrate a strong level of measurement consistency across all research variables.

Table 5 shows that discriminant validity was also assessed using the Heterotrait-Monotrait Ratio (HTMT). HTMT values below 0,90 indicate that the research variables have satisfactory discriminant validity. The results show that all HTMT values are below the recommended threshold, indicating that the constructs can be distinguished from one another.

Table 3. Reliability test results of constructs measuring telehealth user satisfaction, continuous usage intention, and intention to recommend among alodokter users

Construct	Cronbach's Alpha	Composite Reliability	Reliability
Confirmation (CON)	0.803	0.834	Reliable
Continuous Usage Intention (CUI)	0.973	0.980	Reliable
Intention to Recommend (IR)	0.950	0.964	Reliable
Perceived Ease of Use (PEOU)	0.935	0.953	Reliable
Perceived Usefulness (PU)	0.950	0.962	Reliable
Price Value (PV)	0.957	0.967	Reliable
Satisfaction (SAT)	0.950	0.962	Reliable
Social Influence (SI)	0.942	0.955	Reliable

Table 4. Discriminant validity assessment of the research constructs using the fornell-larcker criterion for alodokter users

	CON	CUI	IR	PEOU	PU	PV	SAT	SI
CON	0.796							
CUI	-0.095	0.962						
IR	-0.126	0.592	0.933					
PEOU	-0.182	0.530	0.415	0.914				
PU	-0.236	0.398	0.616	0.714	0.913			
PV	-0.200	0.536	0.618	0.731	0.764	0.924		
SAT	-0.082	0.776	0.819	0.619	0.625	0.638	0.913	
SI	-0.288	0.564	0.592	0.749	0.766	0.761	0.655	0.900

Note: Confirmation (CON); Continuous Usage Intention (CUI); Intention to Recommend (IR); Perceived Ease of Use (PEOU); Perceived Usefulness (PU); Price Value (PV); Satisfaction (SAT); Social Influence (SI)

Table 5. HTMT results for discriminant validity assessment of the research constructs among alodokter users

	CON	CUI	IR	PEOU	PU	PV	SAT	SI
CON								
CUI	0.102							
IR	0.136	0.613						
PEOU	0.227	0.551	0.432					
PU	0.316	0.416	0.650	0.755				
PV	0.250	0.554	0.649	0.770	0.801			
SAT	0.080	0.805	0.859	0.648	0.653	0.666		
SI	0.329	0.582	0.622	0.788	0.809	0.801	0.682	

Note: Confirmation (CON); Continuous Usage Intention (CUI); Intention to Recommend (IR); Perceived Ease of Use (PEOU); Perceived Usefulness (PU); Price Value (PV); Satisfaction (SAT); Social Influence (SI)

Table 6 shows that the R-square value for continuous usage intention was 0,602, the R-square value for intention to recommend was 0,671, and the R-square value for satisfaction was 0,508. According to Chin (1998), an R-square value greater than 0,67 indicates strong predictive power, a value between 0,33 and 0,67 indicates moderate predictive power, and a value between 0,19 and 0,33 indicates weak predictive power. Therefore, the R-square value of intention to recommend falls into the strong category, while continuous usage intention and satisfaction fall into the moderate category.

Table 7 shows the model fit assessment based on the Standardized Root Mean Square Residual (SRMR) value. In addition to being assessed through the R-square value, the model was also evaluated using SRMR to determine the level of agreement between the proposed model and the observed data. A model is considered to have a perfect fit when the SRMR value is less than 0,08, while an SRMR value between 0,08 and 0,10 indicates an acceptable fit. The results presented in Table 7 show that the estimated model has an SRMR value of 0,072. This value falls within the perfect fit category, indicating that the proposed model demonstrates a good level of model fit.

As shown in Figure 2, the PLS model estimation was conducted using the bootstrapping technique with 10,000 subsamples. The results indicate that six structural paths were statistically significant, while one path was not significant, namely the relationship between confirmation and satisfaction. This means that not all relationships among the variables were supported by the empirical data. Specifically, confirmation was found to have no significant effect on users' satisfaction with the Alodokter application. These findings suggest that Alodokter users may evaluate satisfaction more strongly based on actual service value, usability, usefulness, and social influence than on expectation confirmation alone.

The findings confirm that user satisfaction toward telehealth services is influenced by price value, social influence, perceived usefulness, and perceived ease of use. Price value significantly affects satisfaction because users evaluate whether the benefits received from online consultations, medical information, and related services are appropriate compared with the costs and effort involved. This result is consistent with the UTAUT2 perspective, which explains that perceived value can shape user acceptance and post-adoption evaluation in digital services (Venkatesh et al. 2012). In the context of Alodokter, users may feel more satisfied when the application provides affordable, transparent, and convenient healthcare access. Therefore, telehealth providers need to ensure that pricing strategies are aligned with users' perceptions of service benefits and practical value.

Social influence was also found to have a significant effect on satisfaction. This finding indicates that recommendations, opinions, and validation from other users can shape how individuals evaluate telehealth services. In healthcare-related digital platforms, social influence may be particularly important because users often rely on trust, shared experience, and perceived credibility when deciding whether a service is reliable. This result supports previous technology acceptance research showing that social influence contributes to digital service adoption and evaluation (Venkatesh et al. 2003; Duarte & Pinho, 2019). For Alodokter, positive user reviews, community engagement, and credible communication from healthcare professionals may strengthen user satisfaction and trust.

Table 6. Coefficient of determination (R^2) values for satisfaction, continuous usage intention, and intention to recommend among alodokter users

Variable	R Square	Criteria
Continuous Usage Intention (CUI)	0.602	Moderate
Intention to Recommend (IR)	0.671	Strong
Satisfaction (SAT)	0.508	Moderate

Table 7. Model fit assessment of the proposed PLS-SEM model based on standardized root mean square residual (SRMR)

Component	SRMR	Estimated model
Saturated model	0.064	Perfect fit
Estimated model	0.072	Perfect fit

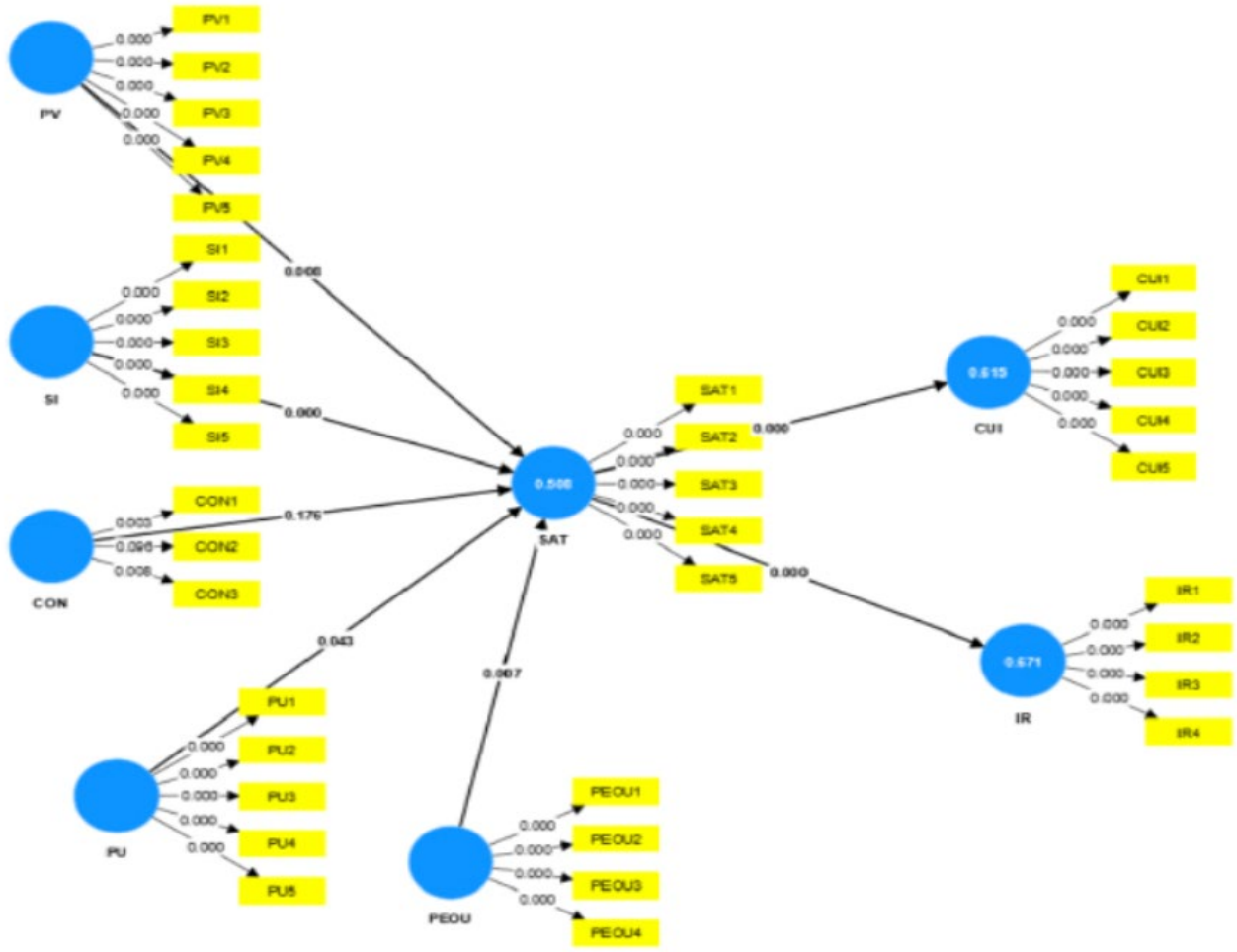


Figure 2. PLS-SEM path diagram for satisfaction, continuous usage intention, and intention to recommend among alodokter users (Confirmation (CON); Continuous Usage Intention (CUI); Intention to Recommend (IR); Perceived Ease of Use (PEOU); Perceived Usefulness (PU); Price Value (PV); Satisfaction (SAT); Social Influence (SI))

Perceived usefulness and perceived ease of use significantly influence satisfaction, confirming the relevance of the Technology Acceptance Model in the telehealth context. Users are more likely to feel satisfied when the application helps them obtain medical information, access doctors, and complete healthcare-related tasks efficiently. At the same time, ease of use is important because complicated navigation, unclear service procedures, or technical barriers can reduce the value of telemedicine services. This finding is consistent with previous studies showing that usefulness and ease of use are central determinants of acceptance and satisfaction in health information systems and mobile health services (Davis, 1989; Pai & Huang, 2011; Rahi et al. 2020). Therefore, Alodokter should continue improving interface design, service reliability, and feature clarity to strengthen user satisfaction.

In contrast, confirmation does not significantly affect satisfaction in this study. This result differs from the expectation-confirmation model, which generally argues that satisfaction is influenced by the extent to which actual experience confirms prior expectations (Bhattacherjee, 2001; Lee, 2010). One possible explanation is that users of telehealth services may focus more on immediate service quality, ease of consultation, perceived usefulness, and perceived value than on comparing expectations with actual performance. Another possible explanation is that users may already have varied expectations before using Alodokter, making confirmation less influential in determining satisfaction. This finding indicates that telehealth providers should not rely only on expectation management but should prioritize consistent service delivery and practical user benefits.

Finally, satisfaction significantly affects both continuous usage intention and intention to recommend. This finding shows that satisfied users are more likely to continue using Alodokter and recommend the application to others. The result is consistent with previous mobile health studies indicating that satisfaction plays an important role in continuance intention and positive recommendation behavior (Hussain et al. 2019; Song et al. 2021; Zagita et al. 2021). In practical terms, satisfaction becomes a bridge between users' current service evaluation and their future behavioral intention. Therefore, improving satisfaction is essential not only for retaining existing users but also for encouraging positive word-of-mouth and broader telehealth adoption.

The results also provide theoretical implications for the study of telehealth continuance behavior. By integrating price value and social influence into a model that also includes perceived usefulness, perceived ease of use, confirmation, and satisfaction, this study shows that telehealth satisfaction cannot be explained only by technological factors. Economic evaluation and social validation also contribute to how users assess digital healthcare services. This finding is relevant for the Indonesian telehealth context because users may compare service costs, convenience, credibility, and recommendations before deciding whether the application is worth using again. Therefore, the study supports a broader view of technology acceptance in which functional, social, and value-based considerations jointly shape post-adoption behavior.

From a practical perspective, the findings indicate that telehealth platforms should manage user satisfaction as a strategic outcome rather than as a passive result of application usage. Improving technical usability is important, but it is not sufficient if users do not perceive the service as valuable, credible, and relevant to their healthcare needs. Service providers should therefore combine interface improvement, transparent pricing, reliable consultation processes, and trustworthy communication from health professionals. Positive experiences should also be supported by responsive customer service because unresolved service problems may reduce continuous usage intention even when the application is useful. By strengthening these areas, Alodokter and similar telehealth platforms can improve retention, encourage recommendation behavior, and support sustainable digital health adoption in Indonesia.

Managerial Implications

The findings of this study provide several managerial implications for telehealth service providers. First, companies should enhance price value by offering competitive pricing strategies, flexible subscription models, and attractive service bundles to increase user satisfaction. Second, telehealth providers should strengthen social influence through digital marketing campaigns, influencer collaborations, and user community engagement to improve public trust and encourage recommendation behavior. Third, improving perceived usefulness is important through the development of personalized healthcare features, integrated health tracking systems, and efficient consultation services. In addition, perceived ease of use should be continuously improved by ensuring application reliability, intuitive interface design, and smooth user navigation. Maintaining high service quality and user experience is essential for increasing long-term user retention and sustaining competitiveness in the telehealth industry.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study concludes that price value, social influence, perceived usefulness, and perceived ease of use significantly influence user satisfaction toward the Alodokter application. In contrast, confirmation does not significantly affect satisfaction, indicating that users may place greater importance on actual service experience rather than expectation fulfillment. Furthermore, satisfaction significantly influences both continuous usage intention and intention to recommend, demonstrating the importance of maintaining positive user experiences in telehealth services. These findings confirm the relevance of technology acceptance theories in explaining telemedicine adoption behavior in Indonesia. The study also extends previous research by integrating economic and social variables into the telehealth context. Practically, the findings provide useful insights for telehealth providers in developing strategies to improve user satisfaction, increase user retention, and encourage positive word-of-mouth recommendations. Overall, maintaining service quality, usability, affordability, and social trust is essential for sustaining long-term telehealth adoption.

Recommendations

Based on the findings of this study, several recommendations are proposed for telehealth service providers, researchers, and policymakers. First, telehealth providers should prioritize improving user satisfaction by enhancing application usability, service reliability, and overall user experience. Since perceived usefulness and perceived ease of use significantly influence satisfaction, developers should continuously improve interface design, simplify navigation, and provide features that effectively support users' healthcare needs. In addition, maintaining system stability and responsive customer support is essential to ensure positive user experiences during telemedicine consultations.

Second, telehealth companies should strengthen strategies related to price value and social influence. Affordable pricing, flexible subscription packages, and transparent service fees may increase users' perceived value toward telehealth services. Furthermore, social influence can be enhanced through digital marketing campaigns, collaborations with healthcare influencers, and user community engagement programs. Positive recommendations and social validation from other users can increase trust and encourage continued usage intention among potential users.

Third, policymakers and healthcare stakeholders should support the sustainable development of telehealth services in Indonesia by improving digital healthcare infrastructure and promoting digital health literacy. Public education regarding the benefits, accessibility, and safety of telemedicine services can increase public confidence and encourage wider adoption of telehealth applications. Regulatory support is also necessary to ensure service quality, data security, and ethical standards within digital healthcare systems.

Finally, future researchers are encouraged to expand this study by including broader demographic groups, comparing multiple telehealth platforms, and incorporating additional variables such as trust, perceived risk, service quality, and emotional factors. Longitudinal research designs may also provide deeper insights into changes in user behavior and satisfaction over time. These future studies can contribute to a more comprehensive understanding of telehealth adoption and continuance behavior in developing countries such as Indonesia.

This study has several limitations that should be considered when interpreting the findings. First, the research focused only on users aged between 20 and 39 years, which may limit the generalizability of the results to other age groups. Second, the study examined only one telehealth platform, namely Alodokter, and therefore may not fully represent the broader telemedicine industry in Indonesia. Third, the use of cross-sectional data limits the ability to observe changes in user perceptions and behavior over time. Future research is encouraged to include a wider range of respondents from different demographic backgrounds and compare multiple telehealth platforms. Longitudinal studies may also provide deeper insights into how user satisfaction and continuance intention evolve over time. In addition, future studies may explore other variables such as trust, perceived risk, emotional factors, or service quality to enrich understanding of telehealth adoption behavior.

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