

ABSTRACT

The health industry is currently entering the 5.0 transformation, where the power of digital interaction creates contactless and real-time relationships. The potential of technology in the world of health creates new business opportunities in a better direction, namely with the emergence of m-Health application innovations. PT. Kimia Farma Tbk responded to the demand for online-based health services by releasing the Kimia Farma Mobile m-Health application, which claims to be user-friendly and presents a simple UI/UX. However, even though it has been two years since its release, the number of active users of the Kimia Farma Mobile m-Health application is still far behind the Top 3 m-Health applications in Indonesia, namely Halodoc, Alodokter, and SehatQ, even though the service facilities offered are similar. This means that the service quality of the Kimia Farma Mobile m-Health application still needs to improve based on user perceptions. Therefore, there is a need for an analysis of service quality based on user perceptions of the Kimia Farma Mobile m-Health application, Halodoc, Alodokter, and SehatQ, to determine the competitive position of the four applications, the results of which are used to evaluate the position of the Kimia Farma Mobile m-Health application, as well as develop a strategy. Improving performance and quality of service to increase competitiveness.

The purpose of this research is to map the positioning of the four m-Health applications, namely Kimia Farma Mobile, Halodoc, Alodokter, and SehatQ, from user perceptions in Indonesia based on the variable dimensions of e-SERVQUAL, as well as to find out the position of the Kimia Farma Mobile m-Health application compared to competitors based on euclidean distance scores.

Data collection was carried out using an online survey and obtained 409 respondents as a research sample with qualifications living in Indonesia, aged 17-60 years, and operating or at least having used all four m-Health applications in this study. The data used has met the criteria of validity and reliability. In addition, the analysis technique used is multidimensional scaling.

The results show that based on descriptive analysis of all dimensions of e-SERVQUAL, this research is in the 'Very High' category. The Kimia Farma Mobile m-Health application ranks fourth with a distance score of each variable dimension equal to Efficiency (38.1629), Fulfillment (32,9881), System Availability (35,4864), Privacy (34,0303), Responsiveness (33,7010), Compensation (26,8133), Contact (28,1973), and Reliability (28,3097). The resulting positioning map has an R-Square value of 0.994 and a stress value of 7.53%, which means that the resulting map distinguishes the positioning of the four m-Health applications in this study.

The Kimia Farma Mobile m-Health application needs to improve its service quality by providing a transaction system that is practical and easy to navigate, providing transparent information on estimated service appointments in the application, providing user flexibility by adding cancellation and smart searching features, protecting user account authenticity by adding Face ID or Finger Print, overcoming user problems in real-time and responding quickly, implementing a compensation system to maintain user distrust, maximizing the potential of social media to become 'top of mind' in the m-Health category, and lastly listening to user reviews so that the performance of the Kimia Farma Mobile m-Health exceeds the expectation its users.

Keywords: Kimia Farma Mobile, Positioning, e-SERVQUAL, Multidimensional Scaling.