

The Effectiveness of Therapeutic Communication Through the Mobile Alodokter Application on Customer Engagement

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Abstract— This study aims to determine the effectiveness of how effective therapeutic communication is with customer engagement through the Alodokter application. This study uses independent variables or therapeutic communication, namely listening, open-ended questions, repeating, providing information, and concluding. The dependent variable or customer engagement is enthusiasm, attention, absorption, interaction, and identification. This study using a quantitative approach with a descriptive research type. The population in this study was 100 respondents with a random sampling technique. The data analysis technique used is hypothesis testing, hypothesis testing is done by *t*-test, *t* value (5,654) > *t* table (1.984) so that *H*₀ is rejected and *H*₁ is accepted, meaning that the communication variable (*X*) affects the customer engagement variable (*Y*). The coefficient of determination (*r*) is 28.94%, which means that there is communication effectiveness through the Alodokter mobile application on customer engagement, but it is not large, only 28.94%, and the remaining 71.6% is influenced by other variables in the form of customer involvement. The correlation efficiency value is 0.538, which means that therapeutic communication through the Alodokter mobile application has a positive and significant but low relationship to customer engagement.

Keywords— Therapeutic Communication, Customer Engagement, Alodokter application

I. INTRODUCTION

Alodokter is a mobile application for consultation and information provider related to the health sector. Alodokter was founded in 2014. Alodokter can be downloaded on a mobile device that uses the Android or IOS operating system. Alodokter is always ready to serve every incoming question and answer quickly and responsively. This is done as a form of Alodokter's commitment to serve the health information needs of the Indonesian public properly and quickly. Since it was first established Alodokter has continued to experience an increase in visits, as evidenced by the increase in the number of downloaders of the application, which in 2019 the Alodokter application has been downloaded by 1 million people in Indonesia, and in October 2020 this application was recorded as having been downloaded by 5 million Indonesians.

Alodokter can be said to be successful in building interactive interactions or two-way communication with customers through social media management, compared to its competitors, namely Halodokter. However, as an application that offers online health consulting services, Alodokter also has to pay attention to how digital interactions work with customers, especially through therapeutic communication that is applied to the application.

According to Supriyanto and Ernawati Therapeutic communication is defined as “communication that has been consciously arranged in which activities and objectives are focused only on healing the patient” [1]

Researchers are interested in researching therapeutic communication, because as we know, therapeutic communication has its own uniqueness, therapeutic communication is used by health workers, especially doctors and nurses to help patients in the healing process, or it can be said that therapeutic communication is a tool that helps doctors and nurses deal with patients. . As explained by Prof. Deddy Mulyana in an article published on Prof. Deddy Mulyana's page: Communication is Very Important for Health - UIN Alauddin Makassar (uin-alauddin.ac.id) (accessed December 26, 2020) explained that people who do not recover even though already running treatment at the hospital, one of which is caused by doctors who are not friendly in communicating with patients [2]. It is this uniqueness that encourages researchers to conduct research on the role of communication in the world of health, especially therapeutic communication.

According to Vivek, Beatty, and Morgan, defining customer engagement is “the level of intensity of one's participation and connection with offers made by companies or company activities, both customers and companies that initiated the formation of such participation” [3]. According to Pansari and Kumar defines customer engagement “as a mechanism for adding value from customers to the company. Either carried out directly or indirectly [4].

Then since March 2020, Indonesia and the rest of the world have been faced with the corona virus pandemic,

which has caused changes in human activities, before the existence of this pandemic, all activities were carried out face-to-face, but now due to the covid-19 virus face-to-face activities must be carried out in a face-to-face manner. online, that is health consulting services. In the midst of this pandemic, health consulting services, through digital applications such as Alodokter, Halodoc and other health applications are increasingly in demand by the public, because they are considered to be able to minimize the spread of the virus, from this phenomenon researchers are interested in examining whether digital therapeutic communication can take place effectively. , to help the patient's healing process. Because therapeutic communication is done digitally, if there is noise, it is feared that it will cause miss communication or wrong consumption of messages, which if it occurs can have a negative impact on health services.

The focus of this research is to find out whether therapeutic communication has effectiveness in increasing customer engagement and how much effectiveness of therapeutic communication on customer engagement at Alodokter.

II. METHOD

In this research, with the title "The Effectiveness of Therapeutic Communication through the Alodokter mobile application on Customer Engagement" using quantitative research methods along with descriptive types. In Sugiyono defines that descriptive quantitative research is "*a method used in describing or explaining the description of a research object using the data that has been obtained*" [5]. The data collection process in this study will use the method of literature study and survey by distributing questionnaires. Operational Variables and Measurement Scale

a) Variable (X)

The independent variable or variable (X) in research includes therapeutic communication using indicators of listening or giving attention, open questions, restoring, providing information, concluding.

b) Variable (Y)

The dependent variable or dependent variable in this study includes customer engagement using the indicators of Enthusiasm, Attention, Absorption, Interaction and Identification [6].

III. RESULT AND DISCUSSION

Based on research conducted by researchers with the aim of understanding whether there is the effectiveness of therapeutic communication through the Alodokter mobile application on customer engagement. The results obtained were 94.4% from 100 respondents, in this study stated that, they used the help of the Alodokter application for online health consultations, and 73.2% of the 100 respondents who used the Alodokter application were vulnerable to the age of 21-25 years, and from 100 respondents It is also known that Alodokter's application services are dominated by perempuan by 52.8%, then the rest are men.

Therapeutic communication variables consist of 5 dimensions, namely listening or giving attention, open questions, repeating, providing information and concluding [7]. Referring to the data processing that has been carried out, the following are the results of the research obtained by the researcher:

- The indicator of listening or paying attention gets the highest percentage, which is 88.87% and is included in the very high category on the continuum line, this is because respondents feel when they consult using the Alodokter mobile application, the doctor who is responsible for the patient.
- The open question indicator obtained a percentage of 87.25%. This indicator in therapeutic communication aims to make the patient willing to share the complaints felt by the patient with a percentage of 87.25% and is included in the very high category on the continuous line, through the Alodokter mobile application.
- The assessment on the repeat sub-variables obtained a percentage of 86.87%, which means that the sub-variables entered into a very high category on the continuum line. Repeating in this sub variable means the doctor repeats the complaint he feels by the patient in order to show that the doctor wants to know more about the complaints felt by the patient.
- The assessment on the indicator provides information to get a percentage of 85.87% and is included in the very high category in the continuum line. But even though it got a percentage of 85.87% and it entered the very high category on the continuum line.
- The indicators conclude that the percentage is 86.87% and is included in the very high category on the continuum line, this sub variable consists of 2 statements and this sub variable aims to diagnose patient complaints and is the last stage in therapeutic communication. From the obtained percentage, it is concluded that therapeutic communication through the Alodokter mobile application seeks to provide services related to health consultations that use therapeutic communication in its implementation, which aims to provide comfort to users of the Alodokter mobile application.

Referring to the theory that the customer engagement variable consists of 5 indicators, namely "*enthusiasm (enthusiasm), attention absorption (absorption), interaction (interaction) and identification (identification)*" [6]. Through data processing that has been done, the following research results obtained by the researcher:

- The enthusiasm or enthusiasm indicator gets a percentage of 88.5% and is in a very high category on the continuum line and is the sub variable that has the largest percentage compared to other sub variables.

On the indicator or sub variable attention (attention) gets a percentage of 86.62%, and is included as a very high category in the continuum line. The attention indicator in the customer engagement variable means an unseen feeling of pleasure that is felt by the individual, where he voluntarily allocates whatever the individual has, in order to connect

with things that make him happy. foster a sense of pleasure in them.

- Research on sub-variable absorption (absorption) obtained a calculated percentage of 84.12% and entered the very high category in the continuum line.
- Research on the interaction indicator shows that the percentage in this study is 86.12% and is included in the very high category on the continuum line. From this it can be concluded that when customers get a pleasant experience from a brand, then this will foster a sense of interest from users to participate in activities organized by the brand, which are liked by customers.

The identification indicator (identification) on the customer engagement variable (X) consists of two statements, and gets a percentage of 86.25% which can be interpreted as having a very high category on the continuum line. one element that must be achieved in building customer engagement.

The magnitude of the effectiveness of Therapeutic Communication through the Alodokter mobile application against Customer Engagement can be seen from the results of the coefficient of determination analysis test which obtained an R value of 0.538 so that the determination is 28.94%, this shows that the magnitude of the effectiveness of Therapeutic Communication (X) towards Customers Engagement (Y) is 28.94% and the remaining 71.6% is the result of other factors that shape Customer Engagement on

the Alodokter mobile application and were not examined in this study. From the score obtained, it can be concluded that the level of effectiveness of therapeutic communication on customer engagement is low.

IV. CONCLUSION

Purposes of therapeutic communication are to help the healing process of patients who are sick and to provide a sense of calm to patients who are in an unstable state. The resulted show that there is low category effectiveness of therapeutic communication through the Alodokter mobile application on customer engagement.

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