



ABSTRAKSI

Telemedicine sebagai manifestasi transformasi digital sektor kesehatan memiliki potensi yang signifikan untuk mentransformasi sistem pelayanan kesehatan melalui utilisasi Teknologi, Informasi, dan Komunikasi (TIK). Sayangnya, belum ditemukan penelitian yang secara lugas membuktikan bahwa kualitas pelayanan telemedicine telah memenuhi kepuasan masyarakat atau *citizen-satisfaction*. Oleh karena itu, penelitian ini dimaksudkan untuk mengukur tingkat kepuasan masyarakat terhadap layanan telemedicine di Indonesia berdasarkan *Health Care Quality Indicator* yang dikembangkan oleh OECD, diantaranya: efektivitas layanan, keamanan data dan privasi pasien, responsivitas pemberi layanan, aksesibilitas layanan, beban biaya diluar tarif utama layanan, kondisi psikologis pasien, dan tarif keseluruhan layanan. Studi evaluasi ini dijalankan dengan mekanisme survey nasional melalui tayangan iklan Facebook dan Instagram selama 13 hari. Dari 1.165 partisipan, penelitian ini menunjukkan bahwa secara umum kualitas layanan *telemedicine* dinilai “sukses” dengan nilai rerata kepuasan responden sebesar 89%. Dari tujuh indikator penilaian, aspek keamanan data dan privasi pasien dinilai “gagal” karena persentase kepuasan responden masih dibawah *threshold* (58,30%).

Kata Kunci: Telemedicine; Citizen Satisfaction; Survey Nasional; Iklan Facebook dan Instagram



ABSTRACT

Telemedicine, as a manifestation of the digital transformation within the healthcare sector, holds significant potential in transforming healthcare service systems through the utilization of Technology, Information, and Communication (TIC). Regrettably, no comprehensive research has yet substantiated that the quality of telemedicine services has fulfilled the satisfaction of the public, or "citizen- satisfaction." By that, this study aims to gauge the level of citizen satisfaction with telemedicine services in Indonesia, based on the Health Care Quality Indicators developed by the OECD. These indicators encompass service effectiveness, patient data security and privacy, provider responsiveness, service accessibility, out-of-pocket costs, patients' psychological well-being, and overall service fees. This evaluative study was conducted through a national survey facilitated via advertising on Facebook and Instagram over a period of 13 days. Out of 1.165 participants, the research findings reveal that, on the whole, the quality of telemedicine services is deemed "successful," with an average respondent satisfaction rate of 89%. Among the seven assessment indicators, the aspect of patient data security and privacy is deemed a "failure" as the satisfaction percentage among respondents falls below the established threshold of 58.30%.

Keywords: Telemedicine; Citizen Satisfaction; National Survey; Facebook and Instagram Advertising.