

Factors Influencing Purchase Intention and Purchase Decision in Health Services at Zona.Gizi

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, citra merek, kualitas pelayanan, promosi, persepsi kemudahan, dan persepsi kemanfaatan terhadap niat pembelian dan keputusan pembelian layanan kesehatan Zona Gizi. Penelitian dilakukan terhadap 358 responden yang dipilih berdasarkan pengalaman dan pengetahuan mereka mengenai layanan Zona Gizi. Penyebaran kuesioner dilakukan secara langsung dengan metode angket dan melalui tautan google form yang dibagikan lewat media sosial WhatsApp dan Instagram. Teknik analisis data yang digunakan pada penelitian ini adalah dengan metode SEM yang dioperasikan melalui program IBM SPSS AMOS 21. Hasil penelitian membuktikan bahwa variabel persepsi harga, citra merek, kualitas pelayanan, promosi, persepsi kemudahan dan persepsi kemanfaatan mempunyai pengaruh positif yang signifikan terhadap niat pembelian layanan kesehatan Zona Gizi. Selain itu, variabel niat beli mempunyai pengaruh yang positif signifikan terhadap keputusan pembelian layanan kesehatan Zona Gizi.

Kata Kunci: *Persepsi; Kualitas Layanan Daring; Citra Merek; Promosi;Bniat; Keputusan Pembelian*

Abstract

This study aims to analyze the influence of price perception, brand image, service quality, promotion, perceived ease of use, and perceived usefulness on purchase intention and purchase decision of Zona Gizi health services. The research was conducted on 358 respondents selected based on their experience and knowledge regarding Zona Gizi services. The questionnaires were distributed both directly using a survey method and via Google Form links shared through WhatsApp and Instagram social media platforms. The data analysis technique used in this study was Structural Equation Modeling (SEM) operated through IBM SPSS AMOS 21 software. The results show that the variables of price perception, brand image, service quality, promotion, perceived ease of use, and perceived usefulness have a significant positive effect on the purchase intention of Zona Gizi health services. Furthermore, purchase intention has a significant positive influence on the purchase decision of Zona Gizi health services.

Keywords: *Perception; Online Service Quality; Brand Image; Promotion; Intention; Purchase Decision*

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INTRODUCTION

The proliferation of internet-based technologies has precipitated substantial transformations within Indonesia's socioeconomic infrastructure, particularly manifesting in the healthcare delivery paradigm. Empirical data from the Indonesian Internet Service Providers Association (APJII) in conjunction with Internetworldstats, derived from comprehensive surveys conducted in January 2023, indicates that digital connectivity has achieved remarkable penetration rates, encompassing 215.62 million users from Indonesia's aggregate population of 275.7 million inhabitants, thereby constituting approximately 78% market saturation (apjii.or.id, 2023). This demographic positioning establishes Indonesia's fifteenth rank within the Asian regional context, demonstrating superior performance relative to the continental average of 63.9% and the global benchmark of 65.7%. Particularly noteworthy is the predominant utilization of mobile telecommunications infrastructure, with 98.3% of Indonesian internet subscribers accessing digital services through handheld devices, exhibiting an average daily engagement duration of 7 hours and 42 minutes.

Subsequent investigative research conducted by the Ministry of Communication and Information Technology, in collaborative partnership with Katadata Insight Center (KIC), encompassing 34 provincial jurisdictions during October 2021, elucidated that Indonesian citizens predominantly employ social media platforms for quotidian communicative exchanges and interpersonal interactions. The empirical findings revealed that 78.6% of surveyed participants utilize social media infrastructure for communicative purposes, while 64.3% indicated reciprocal platform utilization within their social networks (Mutia, 2022). WhatsApp and TikTok emerged as predominant platforms, with WhatsApp achieving near-universal accessibility among respondents and TikTok demonstrating accelerated adoption trajectories within the preceding annual period.

This substantial digital user demographic has established exceptionally favorable market conditions for electronic commerce sector participants. Electronic commerce functions as an intermediary mechanism facilitating corporate-consumer engagement in the acquisition of pertinent product or brand information through digital network infrastructure (Yusuf & Busalim, 2018). The COVID-19 pandemic's restrictive measures catalyzed a comprehensive paradigmatic transition from traditional offline modalities to digital platforms, effectively integrating virtually all dimensions of contemporary existence with technological infrastructure. Statistical analyses from Statista Market Insights demonstrate that Indonesia's electronic commerce user base in the post-pandemic era reached 178.94 million individuals in 2022, representing a 12.79% annual growth increment compared to the antecedent year's 158.65 million users (DataIndonesia.id, 2023).

The telemedicine sector experienced particularly pronounced exponential growth during this temporal framework. According to World Health Organization (WHO) definitional parameters, telemedicine encompasses "remote therapeutic

intervention," utilizing contemporary information and communication technologies to enhance patient treatment outcomes and facilitate access to medical services and clinical information (Agustina et al., 2023). McKinsey & Company's 2020 consumer preference analysis revealed that 76% of respondents expressed interest in future telehealth service utilization, demonstrating a substantial increase from the 11% recorded in 2019 (Bestsenny et al., 2021).

Comprehensive survey research conducted by Katadata Insight Center (KIC) among 2,108 participants aged 16 years and above across Indonesian territories, executed between February 28 and March 7, 2022, demonstrated that 67.2% of respondents had engaged with telemedicine services (katadata.co.id, 2022b). Primary motivational factors for telemedicine adoption included temporal efficiency optimization, COVID-19 transmission risk mitigation, ubiquitous accessibility provisions, and transportation cost reduction strategies. Additionally, 35.5% of participants utilized telemedicine services due to perceived efficacy in emergency circumstances, while 28.7% identified cost-effectiveness in consultation fees as a determining factor.

Empirical survey data revealed distinct preferences regarding telemedicine service providers within the Indonesian market. Halodoc demonstrated market leadership as the most extensively utilized telemedicine platform among Indonesian consumers, capturing 46.5% of market share. Hospital and clinical institution-provided telemedicine services secured secondary positioning at 41.8%, succeeded by Alodokter at 35.7%. Additional service providers included direct online physician consultations (20.3%), KlikDokter (15.5%), isoman.kemkes.go.id (10.2%), Good Doctor (5.4%), LinkSehat (4.4%), Lekasehat (2%), and miscellaneous alternatives (1.1%) (Kemenkeu RI, 2023).

Based on these statistical parameters, the potential consumer base for digital health services can be extrapolated to approximately 144.81 million individuals (215.62 million internet users \times 67.2% telemedicine utilization rate). This substantial market opportunity has stimulated the emergence of numerous applications facilitating healthcare facility accessibility, deployed by diverse startup enterprises and established corporations.

Within this competitive landscape, Zona Gizi | Solusi Diet Mu represents a specialized online health consultation service provider, offering continuous consumer monitoring through certified nutritionist supervision. Zona Gizi operates as a startup enterprise specializing in comprehensive online dietary program delivery, encompassing guidance protocols, mentoring services, and nutritional product distribution. The organization's strategic vision articulates: "to establish market leadership as the preeminent online diet consultation service provider, delivering holistic health experiences, fostering emotional consumer connections, and functioning as a dependable healthy lifestyle partnership."

Zona Gizi's service portfolio encompasses diverse offerings commencing at Rp 49,000, providing clientele with privileged access to comprehensive nutritional status assessments, personalized daily caloric requirement calculations, and individualized meal planning throughout program duration. The enterprise was initially established in 2018 as an informational health platform serving its follower base, subsequently evolving its business model toward telemedicine startup operations in October 2020, coinciding with COVID-19 pandemic emergence and Large-Scale Social Restrictions (PSBB) implementation.

As a startup enterprise, Zona Gizi employs Users & Transaction Growth metrics as primary performance indicators. User growth quantifies the average expansion rate of service and product utilization, while transaction growth measures average transactional value generation from startup offerings (Adrianto & Hidayat, 2022). The organization has demonstrated consistent annual customer acquisition growth, evidencing its capacity for sustained user base expansion.

Nevertheless, Zona Gizi has encountered significant growth rate deceleration, with recent annual performance indicating approximately 28% expansion. Comparative analysis with Halodoc, its primary competitor, reveals substantial performance disparities, as Halodoc reported 100% user growth in 2023 according to executive leadership statements published in Tempo media (bisnis.tempo.co, 2023). This declining growth trajectory and inferior comparative performance metrics constitute potential strategic challenges for Zona Gizi's future market positioning.

Academic research has identified multiple critical factors influencing Users & Transaction Growth within the telemedicine sector. Price sensitivity constitutes a fundamental consideration, as consumers typically engage in comparative price analysis among service providers prior to purchase decision formulation. According to Tj et al. (2022), product or service pricing strategies demonstrate significant influence on consumer purchase intention. Empirical studies by Manurip & Deden (2021) and Pramudita et al. (2023) corroborate that pricing variables exert partial positive influence on purchase intention and behavioral intention formation.

Zona Gizi maintains competitive pricing advantages with service offerings beginning at Rp 49,000, contrasting favorably with competitors such as Halodoc, which implements approximately Rp 150,000 pricing structures for comparable services. This pricing strategy aligns with the organization's strategic vision of providing accessible consultation services while maintaining quality standards, ensuring cost-benefit proportionality in delivered health value for consumers.

Service quality excellence significantly impacts purchase intention and decision-making processes. Online service quality, as conceptualized by Top & Ali (2021), encompasses comprehensive consumer evaluations and assessments of excellence and quality in digital service delivery mechanisms. Research conducted by Hossain et al. (2023) and Priescu & Oncioiu (2022) demonstrates that online service quality serves as a predictive indicator for telemedicine service utilization intentions, with information quality, service performance, consumer engagement, and

satisfaction functioning as robust stimulators of behavioral intention toward telemedicine adoption.

Brand image represents an additional critical determinant influencing purchase intention and decision-making behavior. According to Kotler & Armstrong (2018), brand conceptualization encompasses nomenclature, terminology, signage, symbolism, design elements, or their combinations, intended for goods and services identification and competitive differentiation. Robust brand positioning significantly influences purchase intention and decision-making processes, as validated by research from Sanny et al. (2020) and Kautish et al. (2023), demonstrating that brand trust and brand image exert significant effects on purchase intention and sustained telemedicine application utilization.

Finally, promotional activities executed through digital channels, including social media platforms such as Facebook, Instagram, Twitter, website interfaces, and electronic mail systems, serve pivotal functions in brand awareness cultivation, trust establishment, and emotional consumer relationship development. Research by Priescu & Oncioiu (2022) indicates that promotional strategies significantly influence online service quality perceptions and telemedicine service utilization intentions. Zona Gizi's multi-platform promotional methodology, emphasizing affordability and service diversity through Instagram, YouTube, and Facebook channels, aims to optimize market reach and deliver enhanced consumer value while establishing organizational credibility as a trusted healthcare service provider and beneficial health partnership entity. This study investigates the impact of price perception, online service quality, brand image, promotion, perceived ease of use, and perceived usefulness on purchase intention and decision for Zona Gizi health services. It aims to fill empirical gaps and provide insights for effective marketing strategies. The research benefits academics by enriching literature on health service startups and assists Zona Gizi in improving service quality based on user feedback and market needs.

METHODOLOGY

Population and Sample

The population of this study consists of individuals familiar with Zona Gizi through social media, possessing relevant experience and knowledge of the service. Sampling follows Hair Jr. et al. (2017), who suggest that when population size is unknown, sample size should balance analytical needs and efficiency, typically between 100–200 respondents for multivariate analysis. Accordingly, a minimum of 200 respondents was targeted, with flexibility to exceed this based on availability. Non-probability sampling was employed, specifically convenience sampling (Sekaran & Bougie, 2016; Sugiyono, 2017), chosen for its practicality and efficiency in accessing relevant respondents within the study's constraints.

Operational Variables

In empirical research, variables must be clearly defined to minimize ambiguity and define the study's scope. Operationalization converts research issue conceptual

ideas into quantifiable variables with types and indicators. Research variables are any phenomena or characteristic chosen by the researcher to collect data for meaningful conclusions (Sugiyono, 2017). Each major variable in this research has its own operational definition. First, Price Perception is the amount buyers pay for advantages, ownership, or use rights. This shows how much consumers appreciate the product or service. Second, online service quality includes aspects like efficacy, efficiency in enabling online purchase, and internet delivery quality. Third, Brand Image includes customer thoughts, feelings, and perceptions of a brand. This encompasses how the brand is seen in the market and how it builds customer trust and identity. Fourth, promotion informs and persuades customers about items and services to increase awareness and buying behavior. Fifth, Perceived Ease of Use measures how much customers think a product or service is easy to use, including access, usage, and benefit derivation. Sixth, Perceived Usefulness measures how much customers think a product or service improves their performance or daily lives. Seventh, Purchase Intention indicates the consumer's brand preference stage and predicts future purchases. Purchase Decision, the last phase in the purchase process, shows the customer choosing and buying a product or service from many possibilities.

This research operationalizes these factors using questions and indicators from reliable sources to assure validity and reliability. Huiliang Zhao et al. (2021) designed six measures to evaluate Price Perception (X1), including customer worries about low price and quality trade-offs, price comparison behaviors, and value maximization. Ten items from Blut (2016), Cao, Zhang, and Seydel (2005), Gefen (2002), Lee and Lin (2005), and Kassim and Abdullah (2010) assess information organization, technical functionality, security, responsiveness, and delivery timeliness for online service quality (X2). Based on Aaker (2018) and Febrianti and Hasan (2022), Brand Image (X3) measures logo recognition, brand originality, trustworthiness, and consumer impressions using eight components. Promotional efforts (X4) are evaluated using seven items from Tracy and Christy (2011) and Priescu and Oncioiu (2022) to measure their success in raising awareness, promoting trial, perceived value, and problem-solving via offers. Following Veronika Lee, Seungwook Park, and DonHee Lee (2022), Perceived Ease of Use (X5) and Perceived Usefulness (X6) use three elements to emphasize the Zona Gizi health care platform's simplicity and benefits. Raza et al. (2020), Rita, Oliveira, and Farisa (2019), and Febrianti and Hasan (2022) informed Purchase Intention (Y1), which measures interest, referral probability, positive sharing, and service choice. Purchase Decision (Y2) is examined by four items from Cho et al. (2013), Singhal, Mittal, and Agarwal (2013), Kamal et al. (2020), and Yulaikah and Artanti (2022) that examine real purchase behavior, use requirement, and faith in service quality and advantages

This study used a structured questionnaire to collect respondents' opinions on the factors. Respondents rate each statement on a Likert scale. Sugiyono (2017) states that the Likert scale is frequently used to examine attitudes, views, and perceptions

of social phenomena by breaking down each variable into many indicators that comprise questionnaire questions. This strategy helps researchers quantify subjective reactions. Each questionnaire item is a declarative statement that responders agree with. With five answer categories from “Strongly Agree” to “Strongly Disagree,” the scale allows for sophisticated evaluation of responder emotion toward each variable. According to Hadi (2015), this research employed a five-point Likert scale with numerical scores: 5 for “Strongly Agree” (SS), 4 for “Agree” (S), 3 for “Neutral” (N), 2 for “Disagree” (TS), and 1 for “Strongly Disagree”. This scale turns qualitative views into measurable data that can be statistically examined to identify study variable patterns, correlations, and implications. Data collection and analysis are more reliable with this standardized measuring technique. Additionally, it permits comparison between responder groups and supports meaningful inferences regarding consumer perceptions and actions connected to the Zona Gizi health care platform.

Data Analysis Methods

This study uses a quantitative methodology to analyze data and gather knowledge. Quantitative analysis helps test hypotheses by using reliable and accurate procedures. This study uses many analysis phases to thoroughly assess the data and verify the hypotheses, assuring robust analytical techniques. Descriptive statistics describe and show sample data without drawing population-wide generalizations. Before doing more advanced studies, descriptive statistical analysis gives researchers a basic understanding of the study variables and data distribution. This stage is essential to identify dataset patterns, key trends, and variability, providing early insights into the study variables.

The major analysis uses IBM SPSS AMOS version 21 Structural Equation Modeling (SEM). SEM is a powerful multivariate method for analyzing complicated observed-latent connections. This study used a seven-step SEM approach as described by Hair et al. and Ghazali and Latan (2015). First, a solid theoretical basis is used to build a model. After that, a route diagram shows causal links to aid AMOS estimate. The program automatically converts route diagrams to structural and measurement equations.

After that, input data matrix selection and model estimate occur. SEM uses covariance or correlation matrices, not raw data, unlike other multivariate approaches. AMOS internally creates these matrices from raw data. The estimate step includes confirmatory factor analysis (CFA) to examine exogenous and endogenous construct unidimensionality and complete structural model estimation to assess model fit and causation. To prevent unclear or numerous parameter estimate solutions, model identification is essential.

Next, model fit is examined using goodness-of-fit indices such data distribution normality, outlier identification, and variable multicollinearity or singularity. A well-fitting model must fulfill these requirements for accurate

interpretation. The last phase is hypothesis testing and model interpretation. For a good model fit, residual covariance should be below 1% and symmetrical. At 1% significance, residual values above 2.58 indicate prediction errors. According to Ferdinand (2015), hypothesis testing relies on t-statistics, with a t-value of 1.64 or above at a 95% confidence level ($\alpha = 0.05$) supporting hypothesis acceptance. This rigorous analytical methodology guarantees statistically valid results that may be safely evaluated in light of the study goals.

RESULT AND DISCUSSION

Respondent Characteristics

This research acquired primary data from Zona Gizi users using questionnaires. Participants were chosen based on their firsthand experience with Zona Gizi to ensure relevant and complete data that met study goals. An online Google Forms questionnaire was sent over WhatsApp and Instagram to gather data. This method made data collection easy and accessible. Using convenience sampling, the researcher set a minimum sample size of 200 respondents. This strategy was selected because it allowed the researcher to quickly gather data from accessible clients while reducing time and cost. To meet research logistics, the sampling technique emphasized reach above randomization.

Data was collected from September 5 to October 5, 2024. He collected 358 valid questionnaires from Zona Gizi clients eager to participate in the study in this period. The statistical power and validity of the data analysis increased since this number surpassed the original aim. The research examined 358 respondents' gender, age, education, and monthly income. Female respondents dominated at 83.24% (298 people) compared to 16.76% (60 people) male respondents. This shows that women use Zona Gizi health services more, which may reflect gender-related health-seeking or service attractiveness. A small percentage of responses were over 55 (0.28%, 1 respondent). Most users were 25–34 years old (65.36% (234 replies)). The majority of Zona Gizi users are older adults, indicating the trustworthiness and responsibility of data from a steady and experienced population group. High school or vocational diploma (62.57%, 224 responders) was the most common educational attainment. While 29.61% (106 respondents) had an undergraduate degree (S1), only 1.96% (7 respondents) held postgraduate degrees (S2/S3). 67.04% (240 respondents) earned between IDR 1,200,001 and IDR 6,000,000 per month, while 25.42% (91 respondents) earned more. Further data was collected on respondents' usage of online health services, including frequency, kind, and reason. In Table 4.2, 42.46% (152 respondents) reported using “occasionally” (3–6 times per year), 32.12% (115 respondents) reported “rarely” (1–2 times per year), and 25.42% reported “frequently” (more than 6 times per year). The studied population uses online health platforms somewhat.

The lists online health services respondents utilized, allowing multiple options. The most popular service combination was “online doctor consultation and

online medicine purchase,” indicated by 27.37% (98 respondents). After that, 22.07% (79 respondents) picked “online doctor consultation” alone, and 9.50% (34 respondents) chose “online doctor consultation, online medicine purchase, and online health examination”. These trends show that internet health services are mostly used for remote consultations and drug purchases. Respondents' diverse reasons for accessing online health services. 28.49% (102 respondents) stated convenience and flexibility as the main reason. Accessibility, affordability, and flexible scheduling (13.69%, 49 respondents) and convenience, flexible timing, and service quality (10.34%, 37 respondents) were also significant combinations. These data suggest that accessibility and temporal flexibility influence online health platform use.

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Gender		
Female	298	83.24%
Male	60	16.76%
Total	358	100.00%
Age		
18 – 24 years	62	17.32%
25 – 34 years	234	65.36%
35 – 44 years	58	16.20%
45 – 54 years	3	0.84%
Above 55 years	1	0.28%
Total	358	100.00%
Education		
Elementary or Junior High School	21	5.87%
Senior High School / Vocational School	224	62.57%
Bachelor's Degree (S1)	106	29.61%
Postgraduate Degree (S2/S3)	7	1.96%
Total	358	100.00%
Monthly Income		
Below Rp. 1,200,000	27	7.54%
Rp. 1,200,001 – Rp. 6,000,000	240	67.04%
Above Rp. 6,000,000	91	25.42%
Total	358	100.00%

Description of Research Variables

Based on questionnaire responses, the researcher calculated price perception, online service quality, brand image, promotion, ease of use perception, usefulness perception, purchase intention, and purchase decision for Zona Gizi health services. Price perception is how much people pay for advantages, ownership, or usage. Price represents customers' perceived value of products and services, according to Zhao et al. (2021). The majority of respondents highly agreed and agreed to all Zona Gizi health care pricing perception comments. The statement about seeking lower prices but requiring the service to meet certain quality standards scored lowest, indicating

that while many respondents factor in price, not all consider it the most important factor as long as online service quality meets expectations. Comparing pricing information per service scored lower, demonstrating that although price comparison is crucial in buying choices, respondents prefer product and service quality. Conversely, comments about constantly maximizing quality and providing value for the price received the greatest marks. This suggests respondents pick high-quality services even if price is not the key issue. Consumers want the greatest value in every purchase, thus they prioritized quality above cheap pricing.

This research evaluates online services on apps or websites, including their usefulness and efficiency in supporting online purchasing and purchase activities and internet deliveries. This variable is from Blut (2016) and Cao et al. (2005). Most respondents highly agreed or agreed with all Zona Gizi online service quality statements. The statement concerning fair waiting time while buying Zona Gizi services received the lowest score, suggesting that some respondents think this might be improved to enhance customer experience. For not having technical issues on the Zona Gizi website, another lower score suggests technical or website stability improvements are needed. The greatest marks were for Zona Gizi's desire to help clients and the website's readability, indicating satisfaction with the service's responsiveness and accessibility. Online service quality was good, but waiting time and technological dependability may be better.

This study defines brand image as customers' thoughts, feelings, and beliefs about the Zona Gizi health service. Following Aaker (2018) and Febrianti & Hasan (2022), it encompasses how the brand is seen in the market and how it generates customer trust and identity. Most respondents agreed or strongly agreed with brand image assertions. The statement about Zona Gizi being the first brand that comes to mind for online health services scored lowest, suggesting that although many know the brand, others may not yet choose it, showing space for awareness enhancement. Another somewhat lower score was for respondents' understanding of Zona Gizi's goods, suggesting some may not know everything. Zona Gizi's pleasant impression and easy identification as an online health care provider received the highest marks, indicating a positive view. The logo's recognizability and brand originality also scored well, indicating a strong brand image. In conclusion, the brand image is favorable with room for product and brand awareness growth.

Most respondents highly agreed or agreed with all Zona Gizi advertising claims. The statement regarding promotional packages alleviating respondents' concerns scored lowest, demonstrating that although majority considered the promotions useful, some were less happy with their relevance or efficacy. Some phrases scored somewhat higher, indicating that promotions let consumers explore new items, provide financial advantages, fulfill obligations, and give enticing prices. Promotions are generally well-received, but aligning them with consumer demands might boost satisfaction.

This research defines perceived ease of use as customers' perception that a service or product involves little effort. This perspective includes the service or product's ease of use. The notion of perceived ease of use in this study comes from Lee et al. (2022). The majority of respondents expressed satisfaction with the Zona Gizi health service's perceived ease of use, choosing "strongly agree" and "agree" for each statement related to their experience. The assertion that Zona Gizi aids shopping had the lowest score, despite a high average score of 4.72. This shows that a tiny percentage of respondents may have had trouble purchasing. The highest score went to Zona Gizi's shopping efficiency, as most respondents felt that the service improves shopping time and transaction procedures. Users also regarded Zona Gizi as a fun shopping experience, boosting their happiness with the service. These findings indicate that Zona Gizi has effectively provided convenience, comfort, and efficiency in its shopping service, but it might do more to guarantee these advantages are enjoyed by all users.

This research defines perceived usefulness as customers' perception that a service or product improves performance or benefits. This architecture illustrates the everyday benefits of using the service or product and uses Lee et al. (2022)'s three key claims. The majority of respondents agreed or strongly agreed that the Zona Gizi health service is valuable and simple to use. The statement with the lowest overall score showed that respondents found Zona Gizi simple to use, although others may need additional time or instruction. The highest-rated remark confirmed the service's simplicity of use, indicating that Zona Gizi is built for user comfort and accessibility. The service's navigation was also well-rated, however some customers had some trouble. The results show that Zona Gizi is well-structured to make it easy to use and useful, with small potential to improve navigation and mastery for certain users.

This study defines purchase intention as the consumer's behavioral reaction to an item that indicates their willingness to buy. The operationalization of this variable is based on Raza et al. (2020), Febrianti and Hasan (2022), and Rita (2019). Respondent response shows that majority strongly approve or agree with comments about their plan to buy Zona Gizi health care. The statement showing interest in promoting the service to friends and family scored the lowest, but nevertheless had a high average score of 4.76, along with the statement demanding additional information. The highest ratings were connected with respondents' desire in utilizing the service and sharing positive Zona Gizi information. These results show that customers are willing to buy the Zona Gizi health service, indicating a positive attitude.

This research defines purchase choice as customers' actual behavior when choosing and buying their chosen product or service among alternatives, the last stage in the purchasing decision process. Studies by Yulaikah and Artanti (2022), Kamal et al. (2020), and Cho (2013) define this variable. Most respondents highly agreed or agreed to the comments connected to their Zona Gizi health care

purchasing choice. While favorable, the lowest-scoring remark was about using the service out of need. Another poor score was for online service quality trust during decision-making. The highest ratings were associated with interest in Zona Gizi items and faith in the service's advantages while using it. This shows that customer purchasing interest is vital to their purchase choices and that a good purchase intention closely connects with actual buying behavior in Zona Gizi's health service.

Construct Validity and Reliability Testing Confirmatory Factor Analysis (CFA)

This study used Confirmatory Factor Analysis (CFA) to evaluate concept validity and reliability in a Structural Equation Modeling (SEM) paradigm. Validity determines whether a measuring tool accurately measures the desired concept. Factor analysis is useful in exploratory research when the fundamental components affecting a variable are unknown. This analytical method also validates questionnaires by investigating structural correlations between observable indicators and latent variables. The CFA approach is useful for assessing construct validity of proposed measurement theories by assessing how well indicator measures match their theoretical latent constructs. Validity criteria include critical ratio values exceeding 1.96, probability values below 0.05, composite reliability coefficients of at least 0.70, and Average Variance Extracted values exceeding 0.5. This analytical framework ensures that indicator measurements derived from sample data accurately represent population scores.

Price perception as a latent concept has good validity and reliability across its indications. The measurement model showed statistical significance with critical ratio values above the threshold and probability values below 0.001. Five of six indicators exceeded the minimal threshold of 0.6, with four indications above 0.7, according to loading factor analysis. One ratio assessing customer demand for reduced costs while keeping quality had a loading factor of 0.469, contributing less to the latent construct. Due to its theoretical contribution to the construct framework, this ratio was kept. All price perception variables have significant theoretical links to price-quality balance, active price comparison, and quality and value acquisition. The lower-loading signal improved customer behavior when considering value-for-money, demonstrating price efficiency without quality sacrifice. An good composite reliability coefficient of 0.903 and an Average variation Extracted value of 0.615 showed that the latent construct explained over 61% of ratio variation, demonstrating convergent validity.

In all validity and reliability tests, online service quality performed well. All component indicators had critical ratio values over the threshold with probability values below 0.05, proving statistical significance throughout the measurement model. Most indicators had loading factors over 0.7, with those slightly below maintaining within acceptable bounds at 0.6, suggesting strong build contribution. The factors were well-organized information display, proper security, acceptable waiting times, customer issue resolution commitment, and timely customer service.

With a composite reliability coefficient of 0.983 and an Average Variance Extracted value of 0.852, the construct showed excellent internal consistency and measurement resilience. Most brand image indicators had critical ratio values over 1.96 and probability values suggesting statistical significance, demonstrating good validity and dependability. The composite reliability was 0.976 with an Average Variance Extracted value of 0.840, indicating excellent reliability and validity despite some indicators having loading factors slightly below 0.7, which were within acceptable ranges and meaningfully contributed to construct measurement.

The promotional activities construct was valid and reliable despite ratio performance heterogeneity. Several indicators had loading factors below 0.7, while others reached 1.0, suggesting significant measuring capabilities for certain promotional aspects. The construct's composite reliability coefficient of 0.983 and Average Variance Extracted value of 0.896 indicate that the collective measurement framework was highly reliable and valid despite ratio fluctuations. The perceived ease of use construct performed well across all three metrics, with crucial ratio values surpassing requirements and probability values statistically significant. With an Average Variance Extracted of 0.853, the composite reliability was 0.945, suggesting high reliability and convergent validity. One indication had a somewhat lower loading factor than the others but nevertheless helped to build measurement.

Purchase intention and perceived usefulness have outstanding validity and reliability in their measurement models. All indicators maintained strong loading factors above 0.8, indicating robust measurement capability across navigation clarity, ease of use, and proficiency development dimensions.

The perceived usefulness construct had a composite reliability of 0.955 and an Average Variance Extracted value of 0.876. Purchase intention had a composite reliability of 0.966, an Average Variance Extracted value of 0.853, and loading factors from 0.751 to 0.854, capturing consumer interest, information sharing intentions, recommendation willingness, and service preference perceptions.

Finally, all indicators for the purchase decision construct had critical ratio values above 1.96 and probability values below 0.001, resulting in a composite reliability of 0.956 and an Average Variance Extracted value of 0.845, confirming the measurement model's ability to capture the decision-making construct across its dimensions.

Goodness of Fit (GOF) Testing

This study aims to examine the influence of price perception, online service quality, brand image, promotion, perceived ease of use, and perceived usefulness on the purchase intention of Zona Gizi health services. Data analysis was conducted using Structural Equation Modeling (SEM) with IBM SPSS AMOS 21. After passing validity and reliability tests, the next step involved assessing the overall model fit using Goodness of Fit (GOF) measures in AMOS. This test determines whether the

proposed model fits the observed data well. The results of the structural model estimation are summarized in the table below:

Table 2. Goodness of Fit (GOF) Testing

Goodness of Fit Index	Cut-off Value	Analysis Result	Model Evaluation
Chi-Square	Expected small	1162.644	Good
Probability (p)	> 0.05	0.063	Good
GFI	> 0.90	0.929	Good
AGFI	> 0.90	0.939	Good
IFI	> 0.90	0.966	Good
TLI	> 0.90	0.945	Good
CFI	> 0.90	0.965	Good
NFI	> 0.90	0.921	Good
RMSEA	< 0.08	0.071	Good

Based on the table, the overall model fit is considered good. Therefore, the SEM model used in this study can be considered well-fitting and appropriate for explaining the relationships among variables.

Hypothesis Testing Results

This study aims to analyze the effect of price perception, online service quality, brand image, promotion, perceived ease of use, and perceived usefulness on the purchase intention of Zona Gizi health services. Data analysis was performed using Structural Equation Modeling (SEM) via IBM SPSS AMOS 21. The hypothesis testing was conducted by examining the causal relationships among the study constructs, as shown in the table below:

Table 3. Hypothesis Testing Results

Hypothesis Relationship	Estimate	S.E.	C.R.	P-value	Result
Price Perception → Purchase Intention	0.110	0.051	2.173	0.030	Accepted
Online Service Quality → Purchase Intention	0.362	0.083	4.361	***	Accepted
Brand Image → Purchase Intention	0.124	0.033	3.806	***	Accepted
Promotion → Purchase Intention	0.158	0.064	2.480	0.013	Accepted
Perceived Ease of Use → Purchase Intention	0.056	0.023	2.449	0.014	Accepted
Perceived Usefulness → Purchase Intention	0.247	0.052	4.780	***	Accepted
Purchase Intention → Purchase	1.250	0.102	12.240	***	Accepted

Decision					
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The Critical Ratio (C.R) and data p-values were used to test the hypothesis. As a measure of parameter importance, the C.R value is the estimate divided by the standard error (S.E.). More C.R. means more statistical significance. A C.R over 1.96 and p-value below 0.05 are required for approval. If both requirements are satisfied, the hypothesis holds. The estimate is the unstandardized regression coefficient, and S.E. is the standard error of the mean, which measures sample mean variation from population mean. The C.R. for Hypothesis 1, which examined Price Perception and Purchase Intention, was 2.173, over the threshold of 1.96, while the p-value was 0.030, below 0.05. This shows a statistically significant positive impact, as one unit of price perception increases purchase intention by 0.110 units. So Hypothesis 1 is accepted.

Hypothesis 2 evaluated how online service quality affects purchase intent. The hypothesis was supported by the C.R value of 4.361 and p-value under 0.001. A one-unit improvement in service quality increases purchasing intention by 0.362. So Hypothesis 2 is accepted. Hypothesis 3 investigated Brand Image's purchase intention prediction. The C.R of 3.806 and p-value < 0.001 suggest a substantial impact, with an estimate of 0.124. A one-unit improvement in brand image boosts purchase intention by 0.124 units. We accept Hypothesis 3.

Hypothesis 4 assessed Promotion's effect on Purchase Intention, yielding a C.R of 2.480 and p-value of 0.013. Promotion increases buying intention by 0.158 units per unit. We accept Hypothesis 4. Hypothesis 5 tested Perceived Ease of Use versus Purchase Intention. The C.R was 2.449 and p-value 0.014, both acceptable. 0.056 indicated a small but considerable beneficial effect. Therefore, Hypothesis 5 is accepted. Hypothesis 6 evaluated Perceived Usefulness and Purchase Intention. With a C.R. of 4.780 and p-value < 0.001, this association is highly significant with an estimate of 0.247. We accept Hypothesis 6. Finally, Hypothesis 7 examined how Purchase Intention affects Purchase Decision. The highest C.R of 12.240 and a p-value less than 0.001 confirm a very strong and significant effect. A unit increase in purchasing intention increases purchase decision by 1.250. We accept Hypothesis 7.

The Effect of Price Perception on Purchase Intention

The research found that pricing perception strongly influenced Zona Gizi's health care purchasing intention. The idea that "Price perception significantly affects the purchase intention of Zona Gizi health services" is approved. Consumers pay price for product or service advantages. Price influences customer perceptions of value in Zona Gizi, which impacts their inclination to purchase. According to responses, Zona Gizi offers economical diet consultations without sacrificing quality. Adiwinata and Yusran (2023) and Fandika and Kusumawati (2023) found that pricing perception drives customer purchasing intention. Consumers value the balance between price and quality of online services above cheap costs.

The high ratings on lines like HG3: "Always striving to maximize the quality obtained," which scored 1686 and averaged 4.71, show that customers regard value for money. HG6, "Ensuring I get equivalent value," scored 1683 with an average of 4.70, suggesting that service quality and advantages greatly impact price perception. The lower score on HG5: "Looking for a lower price but the service must meet certain quality requirements," implies that Zona Gizi customers value quality above money. This shows that people appreciate fair value above cheap price and prioritize quality.

The Effect of Online Service Quality on Purchase Intention

Online service quality significantly affects Zona Gizi's health service buying intention. The premise that "Online service quality significantly influences the purchase intention of Zona Gizi health services" is validated. According to Schiffman and Kanuk (2015), customers evaluate online service quality using internal and extrinsic signals, which influence their purchase choices. Higher online service quality boosts customer intent to purchase. This finding agrees with Pramudita et al. (2023) and Saifulloh and Raharjo (2021), but not Lestari and Novitaningtyas (2021), who observed no impact.

Respondents ranked KL9, "Zona Gizi health services are always willing to assist customers," the highest with 1705 points and an average of 4.76, followed by KL4, "Zona Gizi shows genuine interest in resolving customer issues," with 1699 points and 4.75. These high rankings show customers respect Zona Gizi's responsiveness and caring. In contrast, KL3, "No technical problems found on Zona Gizi's website," scored the lowest, indicating that some customers still have issues with website stability, loading speed, and navigation. Although technical, these flaws interrupt user experience and diminish happiness and buy intention, reducing online service quality perception.

The Effect of Brand Image on Purchase Intention

The data validate the premise that "Brand image significantly affects the purchase intention of Zona Gizi's health services." According to Duriyanto and Sitinjak (2017), brand image is developed via continual communication and customer views of the firm. Overall, respondents liked Zona Gizi's brand image, proving its brand positioning.

The highest-rated statements were CM5, "Zona Gizi health services create a good impression," scored 1712 and averaged 4.78, and CM4, "It is easy to recognize Zona Gizi as an online health service product," scored 1705 and averaged 4.76. These high ratings indicate that Zona Gizi has built confidence and loyalty in users and made the service clearly identifiable despite market rivalry. However, CM7, "Zona Gizi is the first brand that comes to mind for online health services," scored lowest. Zona Gizi has a good reputation, but it has to raise brand recognition to become customers' first option in the competitive online health care business.

The Effect of Promotion on Purchase Intention

The findings corroborate the premise that “Promotion significantly affects the purchase intention of Zona Gizi’s health services.” Infante and Mardikaningsih (2022) define promotion as corporate actions that inform and introduce customers to items. Customers often like Zona Gizi's promotions, particularly since the information is straightforward and simple. This good view is backed by beautiful advertising graphics and plain information, with most respondents agreeing or strongly agreeing with promotion assertions.

P2, “Zona Gizi’s promotion encourages me to try new products/services,” scored the lowest (total 1669; average 4.66), indicating stronger measures to promote customer testing of new items. P6 “The price discounts offered by Zona Gizi are appealing” (total 1688; average 4.72), and P5 “Zona Gizi’s promotional packages fulfill their commitments” (total 1685; average 4.71) had the highest marks. These high scores show that discounts and promotional promises build customer trust and attractiveness. Promotion is vital to buy intention, hence Zona Gizi should design more creative promotional techniques to increase new service acceptance.

The Effect of Perceived Convenience on Purchase Intention

The findings validate the premise that “Perceived ease of use significantly affects the purchase intention of Zona Gizi’s health services.” The Technology Acceptance Model (TAM) defines perceived ease of use as a person's belief that a technology involves little effort. When a service is simple to use, users are more likely to buy. PK3, “Zona Gizi’s health service enables more efficient shopping,” had the maximum score of 1703 and an average of 4.76, proving that Zona Gizi produces this view. Users find the service useful due to its access, time, and transaction efficiency. In addition, the statement PK2: “Zona Gizi’s health service provides an enjoyable shopping experience” scored 1692 with an average of 4.73, demonstrating that user-friendly interfaces, quick navigation, and clear transaction processes greatly influence favorable opinions.

However, PK1: “Zona Gizi's health service makes it easy for me to shop” scored lower, showing some shoppers want a simpler shopping experience. Complex product selection or comprehending relevant information before completing transactions may cause this. These data show that efficiency and comfort influence perceived ease of usage. Zona Gizi should improve its platform by boosting cross-device accessibility, streamlining transaction procedures, and introducing features that speed up and simplify use to preserve and improve this impression. Such steps are essential to Zona Gizi's image as an efficient, convenient, and excellent health care provider.

The Effect of Perceived Usefulness on Purchase Intention

The findings support the premise that “perceived usefulness significantly affects the purchase intention of Zona Gizi’s health services.” Qalati et al. (2021) found that customers are more likely to buy online items if they think the service is useful and simple. This research found that Zona Gizi's platform motivates

consumers to purchase because they obtain relevant information and services that satisfy their demands and health care advantages. With a total score of 1709 and an average score of 4.77, PM2: "Zona Gizi's health service is easy to use," scored highest. Most respondents found the service easy to use. This shows that simplicity of use is key to Zona Gizi's excellent reputation.

However, PM3: "I find it easy to become proficient in using Zona Gizi's health service" scored lower, suggesting some users may struggle to grasp all functions fast. This means that although the service is user-friendly, certain functions may take longer to use, particularly for individuals unfamiliar with technology or online health services. An intuitive interface, simple navigation, and streamlined registration or ordering procedures are examples of ease of use. These features make it easy for new and experienced customers to utilize the service, improving satisfaction. Zona Gizi should increase user guiding and educational support to help new users learn faster to boost perceived usefulness.

The Effect of Purchase Intention on Purchase Decision

buy intention strongly impacts Zona Gizi's health service buy choice, validating the hypothesis that "purchase intention influences the purchase decision of Zona Gizi's health services." Kotler and Armstrong (2018) show that brand choice behavior results from cognitive processes including brand and environment perceptions. Most respondents rate Zona Gizi's services highly, especially in terms of purchase intention. NB1: "I am interested in using Zona Gizi's health services," scored 1714 and averaged 4.79, showing considerable customer interest, an early indication of purchase behavior. This attention shows Zona Gizi has met customer demands and expectations.

NB3, "I would share positive things about Zona Gizi," scored 1706 and averaged 4.77, the second highest. This shows that people want to use the service and are comfortable recommending it. This shows that Zona Gizi's internet services are trusted and that word-of-mouth promotion may be beneficial. These data show that Zona Gizi has a good market position and many potential to maintain and gain clients. Zona Gizi's positive purchase intention ratings indicate that company has effectively developed good customer views, which are vital for future service development and marketing efforts. This supports Febrianti and Hasan (2022), who discovered that high purchase intention favorably and substantially affects purchasing choices and leads to real buying.

Managerial Implications

The findings of this study provide important managerial implications for Zona Gizi, particularly in designing strategies to enhance the value of services offered to customers. Market analysis indicates that Zona Gizi has significant potential to increase its service prices without losing competitiveness, provided the price adjustment is accompanied by efforts to enhance the perceived value for customers. Currently, Zona Gizi's service prices range from IDR 49,000 to IDR 149,000, which is considerably lower than similar services offered by clinics or other platforms, which

typically charge between IDR 150,000 and IDR 300,000. The research also reveals that price perception significantly influences purchase intention, as demonstrated by the highest score for the statement, “Always strive to maximize the quality received” (score 1686, average 4.71). This suggests that consumers tend to choose services offering the best value for their money. By adding tangible value, Zona Gizi could gradually increase prices—especially for its premium Gold Package—to a range of IDR 200,000 to IDR 250,000, maintaining competitiveness while optimizing revenue. Such price enhancement, combined with significant value addition, also creates opportunities to strengthen other important service variables, such as online service quality, promotion, and customer experience, ultimately supporting long-term success.

Regarding brand image, the majority of respondents gave positive feedback, with the highest scores on statements like “Zona Gizi’s Health Services make a good impression” (total score 1712, average 4.78) and “It is easy to recognize that Zona Gizi is an online health service product” (total score 1705, average 4.76). This reflects Zona Gizi’s success in building a strong and positive brand identity. However, the statement “Zona Gizi is the first brand that comes to mind for online health services” received the lowest score, indicating the brand has not yet achieved top-of-mind awareness among consumers. To address this, brand management strategies should focus on strengthening brand positioning by consistently improving online service quality, providing ongoing training for nutrition experts, implementing feedback-based evaluation systems, and conducting targeted, intensive digital marketing campaigns. These efforts will enhance customer loyalty, increase brand visibility, and boost Zona Gizi’s competitiveness in the increasingly competitive health services market.

The study also highlights the importance of service quality and promotion. High scores were observed on indicators such as “Zona Gizi health services are always willing to help customers” (score 1705) and “Show genuine interest in solving customer problems” (score 1699), emphasizing consumers’ appreciation for responsiveness and care. However, the lowest score appeared in “No technical problems found on the website,” signaling technical issues that need to be resolved, including improving site stability, access speed, and navigation ease. Promotion-wise, “Discounts offered for Zona Gizi health services are attractive” scored highly (1688, average 4.72), while the lowest was “Promotions help me try new products/services” (1669, average 4.66), suggesting a need to improve strategies encouraging trial of new offerings. To boost promotion effectiveness, Zona Gizi should focus on market segmentation—such as office workers, homemakers, and students—and employ tactics like bundling offers, referral programs, and thematic flash sales to increase consumer engagement and accelerate purchasing decisions.

Zona Gizi has successfully created a perception of convenience, with top scores on “Zona Gizi health services enable more efficient shopping” (1703, average

4.76) and “Provide a pleasant shopping experience” (1692, average 4.73). Yet, lower scores on transaction processes indicate room for improvement. Management should streamline purchase flows, enhance user interface (UI) and user experience (UX), and develop new features such as WhatsApp integration, mobile applications, and automated booking systems to sustain ease-of-use perception while boosting satisfaction and purchase intention. Additionally, the perceived usefulness variable shows strong results, especially on ease of use (PM2 scored 1709, average 4.77), but challenges remain in mastering complex features. Strategies to address this include adding value-added features like personalized nutrition analysis and weekly diet progress reports, as well as strengthening user onboarding with interactive guides, video tutorials, and real-time support. These initiatives will maintain ease of use while improving overall usefulness and fostering customer loyalty.

Below is detailing strategic features and benefits that Zona Gizi can implement to enhance customer experience and service quality:

Table 4. Strategic Features and Benefits of Gizi Zone Services for Customers

No	Feature Name	Brief Description	Benefit for Customers
1	Mini Consultation via Chat	15-minute quick Q&A sessions via chat or app	Increases flexibility and customer convenience
2	Visual Progress Tracker	Digital graphics to track health/diet progress	Provides visual motivation and progress monitoring
3	Access to Digital Application	App with meal reminders, food logging, daily tips	Supports active and independent customer engagement
4	Exclusive Educational Materials	E-books, recipe videos, online classes on nutrition	Enhances customers' continuous knowledge improvement
5	Content Collaboration with Influencers	Educational content by popular figures or nutrition experts	Boosts appeal and credibility of content
6	Auto-Generated Shopping List	Automatic shopping list from provided meal plans	Simplifies shopping and meal plan execution
7	Child Nutrition / Parenting Consultation	Additional feature for family nutrition consultation	Reaches young families and mothers
8	Online Support Community	Exclusive WhatsApp/Telegram groups facilitated by nutritionists	Provides a sense of community, mutual support, and direct interaction
9	Points & Referral System	Points earned from consistency, reviews, referrals, redeemable for discounts or bonuses	Encourages retention and new user growth through referrals

Implementing these programs, both at macro (corporate strategy) and micro (operational and individual customer experience) levels, will not only strengthen loyalty among existing customers but also attract new ones by offering relevant and meaningful value additions. This holistic approach will enhance personalized customer experiences, improve retention rates, and optimize Zona Gizi's brand positioning. Ultimately, these initiatives will reinforce Zona Gizi's competitive edge in a dynamic health services market, helping the company expand its customer base and solidify its leadership position.

CONCLUSION

This research examined how pricing perception, online service quality, brand image, marketing, perceived ease of use, and perceived utility affect buy intention and Zona Gizi's healthcare service purchases. 358 respondents were chosen based on their Zona Gizi experience and completed direct surveys and Google Forms. SEM was used to analyze data in IBM SPSS AMOS 21. Price perception, online service quality, brand image, marketing, perceived easiness, and perceived utility all substantially and favorably impact purchase intention. Purchase intention considerably and positively affected actual buying choices, showing that a greater intention increases the chance of customers completing the transaction. These findings show that strategic factors like competitive pricing, high-quality service, reputable brand image, effective promotional activities, ease of access, and perceived benefits influence consumer intention and purchase behavior in digital healthcare services like Zona Gizi. Thus, Zona Gizi's sales performance depends on customers' perceptions of these qualities, which impact their purchase intents and choices.

Although insightful, this study has numerous limitations that should be considered and may drive future research. First, the sample size of 358 respondents, although acceptable, restricts the generalizability of the results to all healthcare service customers. Uneven demographic distribution in the sample may influence representativeness. Future research should expand sample size and diversity respondent demographics to improve external validity. Second, the study strategy was cross-sectional, gathering data at one moment, which only provides a glimpse of consumer opinions and actions. This temporal restriction makes it difficult to identify changes or trends over time, indicating that longitudinal designs may better capture consumer opinions regarding Zona Gizi. Finally, the analysis excluded customer trust, advertising effect, and promotional discounts in favor of six independent variables. Future study should expand the factors to better understand buying intention and decision-making.

Based on the results and limitations, Zona Gizi management and future researchers are given numerous suggestions. Zona Gizi should progressively modify price tactics, especially for premium packages, while adding value to be competitive without sacrificing quality. Maintaining client loyalty requires improving digital service infrastructure, including platform stability and responsiveness, and personnel training. Targeted advertising programs for office workers, students, and homemakers are equally important for brand image. Adding accessible and helpful features like automated booking systems and engaging instructional material might

boost consumer satisfaction. Future research should increase sample size and demographic representativeness, use longitudinal designs, include more important factors, and use qualitative or mixed-method techniques. These techniques will improve consumer behavior theory and help digital healthcare service providers like Zona Gizi adapt and evolve.

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