

Exploring Pharmacy Frontliners Experience in Using the Mosly Application: A Qualitative Study of Reward and Digital Service Quality

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Abstract

Digital transformation in the pharmaceutical sector has encouraged the adoption of digital loyalty programs to strengthen user engagement and support sales activities. The Mosly application is one such program, developed for pharmacy frontliners to record product sell out, monitor points, and redeem rewards. This study aims to explore pharmacy frontliners' experience in using the Mosly application in terms of ease of use, reward feature accessibility, and digital service quality. A descriptive qualitative approach was applied through structured direct observation of 20 frontliners from 20 active user pharmacies across three core activities: login, sell out input, and reward redemption. Data were analyzed using the interactive model of Miles, Huberman, and Saldana. The results show that login succeeded in 18 of 20 pharmacies, sell out input was performed independently by 10 pharmacies while 9 required assistance, whereas reward redemption was independent in only 8 pharmacies, with 8 requiring assistance, 1 failing due to an error, and 3 untested. Based on five e-service quality dimensions, service quality was adequate, with responsiveness as the strongest and error handling as the weakest dimension. Technical issues concentrated on low-specification devices and older Android versions, indicating that device compatibility critically shapes digital service quality. The study contributes by applying e-service quality dimensions as a behavior-based analytical framework and offers practical implications for improving the application and its loyalty program.

Keywords: digital loyalty program, e-service quality, user experience, pharmacy frontliner, structured observation

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INTRODUCTION

The success of a digital application is strongly influenced by the user experience and the digital service quality, or e-service quality, perceived by its users. User experience reflects users' perceptions and responses while interacting with a system, including ease of use, navigation, and efficiency in completing tasks, whereas e-service quality concerns the system's ability to deliver reliable, responsive, stable, and accessible services. Several studies have shown that both aspects play a decisive role in shaping satisfaction and the continued use of digital applications. Nasution and Adiwijaya (2024) demonstrated that user experience and e-service quality influence customer loyalty through satisfaction in a mobile coffee shop application, while Gusfi et al. (2024) positioned e-service quality as a mediator between user experience and customer satisfaction on the Bilibli platform. These findings

reinforce the view that experience and digital service quality are primary determinants of an application's adoption.

The Mosly application is a form of digital loyalty program implementation in the pharmaceutical distribution sector, developed to help pharmacy frontliners record product sales, accumulate points, and exchange those points for rewards. As an application intended for professional users, Mosly functions not only as a transaction tool but also as an instrument to maintain pharmacies' engagement with the distributor's sales programs. Because users operate the application amid pharmacy service activities, ease of use and digital service quality become decisive factors for successful implementation. If the application is difficult to use or its performance is unstable, frontliners may be reluctant to use it optimally, so that the goals of the loyalty program are not achieved. Accordingly, this study offers novelty by exploring the user experience and e-service quality of the Mosly digital loyalty application based on the real experience of pharmacy frontliners in carrying out their daily work activities, rather than relying solely on general user-perception measurement. Examining how frontliners actually interact with the application under real working conditions therefore becomes essential to understanding the factors that determine the program's effectiveness.

Research on the user experience of mobile applications in Indonesia has grown rapidly, yet most studies still focus on designing or evaluating interfaces through quantitative and experimental approaches. Yaasiin et al. (2022) designed the user experience of an academic guidance application using Human-Centered Design, while Isadora et al. (2021) applied design thinking to design a hospital HomeCare application. In the evaluation domain, Wijaya et al. (2021), Sugiharto et al. (2023), and Priandani et al. (2023) measured the user experience of various public-service and smart-city applications using the User Experience Questionnaire, while Darmawan et al. (2023) evaluated the PeduliLindungi e-Health application with the MeCUE 2.0 framework. These studies confirm the importance of user experience but generally assess perceptions through questionnaires rather than directly observing user behavior in real operational contexts.

Regarding digital service quality, e-service quality studies are also dominated by quantitative approaches oriented toward satisfaction, trust, and loyalty. Pratiwi (2023) linked e-service quality and information quality to consumer satisfaction on Shopee, Putri and Hadi (2022) examined the effect of e-service quality and e-trust on e-satisfaction among Generation Z Grab-Food users, and Almira et al. (2023) and Wulandari et al. (2024) measured user satisfaction of the MyTelkomsel and MAXIM applications using e-servqual dimensions. Other studies positioned e-satisfaction as a mediating variable, such as Syahidah and Aransyah (2023) on the DANA digital wallet and Arfiansyah and Widyastuti (2024) on the Access by KAI application, while Tania and Firman (2025) combined E-Servqual with Importance Performance Analysis to assess Shopee services. In general, these studies measure service quality as a perceptual construct rather than as a phenomenon observed while users operate the application.

Moreover, the reward mechanism at the core of a loyalty program has also been shown to influence user engagement and loyalty. Kalagi et al. (2025) developed a web-based gamified reward-point system to encourage customer participation, while Nugraha et al. (2024) demonstrated that gamification of the RedClub loyalty program affects loyalty through customer satisfaction in the RedDoorz application. This indicates that the ease of accessing and using the reward feature is an essential part of the user experience in a digital loyalty program, yet this aspect has rarely been observed among professional users such as pharmacy frontliners.

Based on this review, several research gaps can be identified. Existing studies predominantly conceptualize user experience and e-service quality as perceptual constructs measured through self-reported questionnaires. Consequently, limited evidence explains how these constructs emerge from actual operational interactions within professional digital

loyalty applications used in pharmaceutical distribution. This gap indicates the need for research that examines user behavior in authentic work environments to better understand how operational contexts shape user experience, perceived service quality, and the effectiveness of digital loyalty programs. In addition, studies on digital loyalty programs in the pharmaceutical sector remain very limited, and the accessibility of the reward feature and the influence of device compatibility on service quality are rarely discussed explicitly. The Mosly application differs from general consumer applications because its users, pharmacy frontliners, must not only record product sell out but also understand the point-accumulation mechanism and the reward redemption process as part of the loyalty program.

Therefore, this study aims to explore pharmacy frontliners' experience in using the Mosly application through direct observation of application use in real operational settings. Unlike prior studies dominated by surveys, this study focuses on observing user behavior while completing operational tasks. It is expected to contribute to understanding the factors that affect the effectiveness of digital loyalty program implementation, particularly ease of use, reward feature accessibility, and digital service quality under varied device conditions, so that the findings can serve as a basis for improving the application's design and performance.

METHODOLOGY

This study employed a descriptive qualitative approach to understand the use of the Mosly application by pharmacy frontliners in their daily operational context (Creswell & Creswell, 2023; Sugiyono, 2022). A qualitative approach was chosen because the study aims to obtain an in-depth understanding of usage patterns, the obstacles users experience, and the factors affecting the effectiveness of digital loyalty program implementation, rather than to test relationships among variables statistically (Moleong, 2021). The researcher acted as the main instrument, directly observing participants' behavior at the research sites, namely pharmacies that actively use the Mosly application, throughout the data-collection period.

The participants consisted of 20 frontliners from 20 pharmacies that actively use the Mosly application. Participants were selected using purposive sampling based on criteria relevant to the research objectives: (1) actively using the Mosly application for at least three months; (2) having performed login, sell out input, and reward redemption activities; and (3) being willing to be observed (Sugiyono, 2022).

The primary data-collection technique was structured direct observation, in which the researcher observed user behavior while the application was operated during actual working activities without intervening in the ongoing service process (Moleong, 2021). The observation focused on three core activities, namely application login, product sell out input, and reward redemption. Each activity was designed as a structured scenario so that observations across all participants were consistent and comparable between sites: the login scenario observed the ease of accessing the application, the sell out scenario assessed users' ability to record sales independently, and the redemption scenario assessed the ease of exchanging points for rewards. For each scenario, the researcher recorded whether the task was completed independently, required sales assistance, or failed, together with the obstacles that emerged, such as navigation difficulties, system errors, slow loading, and device-specification problems. The instrument was an observation sheet developed from user experience and e-service quality indicators. The user experience indicators comprised ease of use, ease of navigation, task-completion efficiency, and user independence, referring to human-centred design principles (International Organization for Standardization, 2019), whereas the e-service quality indicators comprised reliability, system availability, responsiveness, stability, and error handling, adapted from e-servqual dimensions in prior studies (Almira et al., 2023; Tania & Firman, 2025). These indicators are presented in Table 1.

Table 1. Observation Aspects and Indicators

Aspect	Indicator
User Experience	Ease of use
User Experience	Ease of navigation
User Experience	Task-completion efficiency
User Experience	User independence
E-Service Quality	Reliability
E-Service Quality	System availability
E-Service Quality	Responsiveness
E-Service Quality	Stability
E-Service Quality	Error handling

Observation was complemented by documentation as a supporting data-collection technique. The documentation consisted of structured field notes written during each pharmacy visit and visual evidence in the form of screenshots of the application and photographs of the usage context, including error messages appearing during reward redemption, cropped camera displays when capturing identity data, and prolonged loading screens. This documentation served as tangible evidence of the observed incidents, allowing the researcher to re-examine each event during analysis rather than relying on recollection, and providing a second form of evidence for the behavior recorded in the field notes.

Formal in-depth interviews were deliberately not employed in this study. Because the objective was to capture how frontliners actually operate the application during live customer service, interviewing would have interrupted the very working rhythm under investigation and would have reintroduced the self-reported bias that this study seeks to avoid. The credibility of the interpretation was therefore maintained through documentation and triangulation across sites. This choice is acknowledged as a limitation and is addressed in the conclusion.

Data were analyzed using the interactive model of Miles, Huberman, and Saldana (Miles et al., 2020), operationalized through a thematic analysis procedure comprising four stages. First, in the familiarization stage, all field notes and documentation from the 20 sites were read repeatedly to obtain an overall understanding of the data. Second, in the open coding stage, every observed incident was assigned a descriptive code, such as “independent sell out”, “requires sales assistance”, “redeem menu not found”, “slow loading”, “error without guidance”, and “login failure”. Third, in the categorization stage, codes sharing similar meanings were grouped into categories, namely ease of use, sales-assistance dependency, technical obstacles, and system obstacles, and each category was mapped onto the user experience indicators and the five e-service quality dimensions that constitute the analytical framework of this study. For each e-service quality dimension, the number of pharmacies showing success or obstacles was counted and a qualitative rating of Good, Adequate, or Poor was assigned based on the proportion and severity of the observed obstacles. Fourth, in the theme-development stage, the categories were abstracted into themes that answer the research questions, as displayed in Table 6. Conclusions were drawn by examining the relationships among the categories and themes and were verified by returning to the original field notes and documentation.

To ensure the trustworthiness of the findings, triangulation was applied in two forms. Source triangulation was conducted by comparing observations across 20 frontliners in 20

different pharmacies, so that a finding was treated as a pattern only when it recurred at several sites rather than being an isolated case (Flick, 2023). Technique triangulation was conducted by cross-checking the behavior recorded in the field notes against the visual documentation obtained at the same site, so that an incident such as a redemption error was supported by more than one form of evidence. Dependability was maintained by applying an identical observation sheet and scenario at every site, while confirmability was supported by retaining the raw field notes and documentation as an audit trail.

Ethically, the observation was conducted with the prior consent of the pharmacy management and the frontliners concerned, who were informed of the purpose of the research. The identities of participants and any personal or customer data appearing on the application screen were neither recorded nor displayed, and the visual documentation presented in this article has been screened to ensure that no personal data is identifiable.

RESULTS AND DISCUSSION

Observation Results of Mosly Application Use

Observation was conducted on 20 frontliners from 20 pharmacies actively using the Mosly application, focusing on three core activities: login, sell out input, and reward redemption. The location profile and observation results for each pharmacy are presented in Table 2, while the recapitulation of pharmacies by the success level of each activity is presented in Table 3 and visualized in Figure 1.

The observations reveal a clear pattern: user independence declines as activity complexity increases. In the login activity, 18 of 20 pharmacies logged in without obstacles, one pharmacy (K3) had difficulty entering the login number, and one pharmacy (Citra Farma) failed to log in due to limited device specifications. In the sell out input activity, 10 pharmacies performed it independently, 9 required sales assistance, and 1 (Citra Farma) could not be tested. In the reward redemption activity, which is the core of the loyalty-program benefit, only 8 pharmacies performed it independently, 8 required assistance, 1 (Meditra) failed because of an application error, and 3 (Dewi Farma, Graha, and Citra Farma) could not be tested. Thus, user independence was highest for login (90%) and dropped sharply for reward redemption (40%).

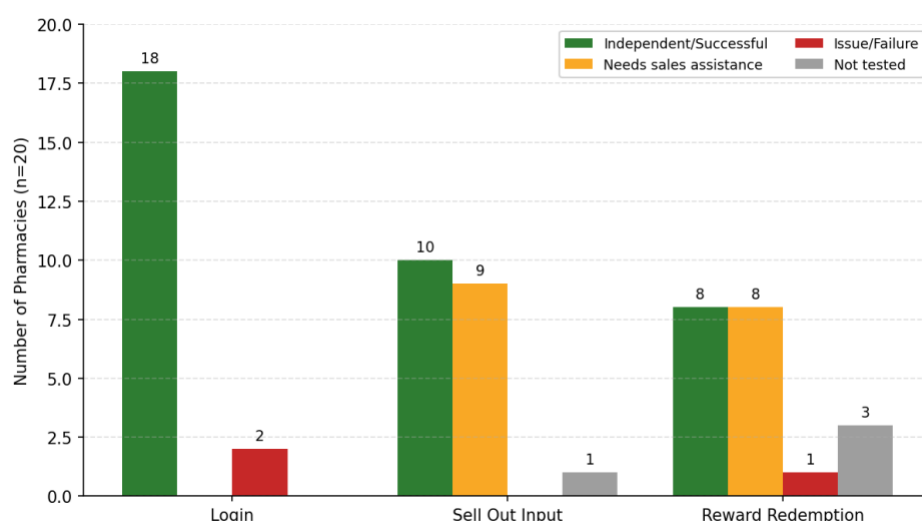
Table 2. Location Profile and Observation Results of Mosly Application Users

No	Pharmacy	Login	Sell Out	Reward Redemption	Notes
1	K3	Number-input issue	Independent	Needs assistance	Hard to find redeem menu
2	Ria Farma	Smooth	Independent	Independent	No obstacles
3	Benevit	Smooth	Independent	Independent	No obstacles
4	Sehati	Smooth	Independent	Independent	No obstacles
5	Star Farma	Smooth	Independent	Independent	No obstacles
6	Dewi Farma	Smooth (slow load)	Independent	Not tested	Slow loading; clear cache to avoid error
7	Dande Farma	Smooth	Independent	Independent	No obstacles
8	Terang Jaya	Smooth	Independent	Independent	No obstacles
9	Pelita Jaya	Smooth	Independent	Independent	No obstacles
10	Prima Sehat	Smooth	Needs assistance	Needs assistance	Sell out location (resolved)
11	Viz Farma	Smooth	Needs assistance	Needs assistance	Assistance

No	Pharmacy	Login	Sell Out	Reward Redemption	Notes
12	Cikal	Smooth	Needs assistance	Needs assistance	dependency Assistance dependency
13	Umi	Smooth	Needs assistance	Needs assistance	Assistance dependency
14	Luhanna	Smooth	Needs assistance	Needs assistance	Assistance dependency
15	Moro Sehat	Smooth	Independent	Independent	No obstacles
16	Meditra	Smooth	Needs assistance	Failed (error)	Contacted Mosly Care; weak device
17	Karebet Jaya	Smooth	Needs assistance	Needs assistance	Camera screen cropped on ID photo
18	Sehat Jaya	Smooth	Needs assistance	Needs assistance	Sell out location (resolved)
19	Citra Farma	Login failed	Not testable	Not testable	Device specification
20	Graha	Smooth	Needs assistance	Not tested	Slow loading on stock & sell out

Table 3. Recapitulation of Observation Results per Activity (n=20 pharmacies)

Activity	Independent	Needs assistance	Issue/Failure	Not tested
Login	18	0	2	0
Sell out input	10	9	0	1
Reward redemption	8	8	1	3

**Figure 1.** Distribution of Frontliner Success Levels by Activity

Based on Tables 2 and 3, the observation results can be summarized into three groups of usage experience, as shown in Table 4. Eight pharmacies could use all core features independently, eleven required assistance with sell out or reward redemption, and one failed to log in and could not continue using the application.

Table 4. Summary of Usage Experience Groups

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Finding Category	Number of Pharmacies
Able to use all core features independently	8
Require assistance with sell out or reward redemption	11
Failed to log in and could not continue	1
Total	20

Ease of Use and User Independence

The observation results show that most users understood the main functions of the Mosly application. Frontliners at Ria Farma, Benevit, Sehat, Star Farma, Dande Farma, Terang Jaya, Pelita Jaya, and Moro Sehat were able to log in, input sell out, and redeem rewards without sales assistance. This indicates that the application already has an adequate level of ease of use, enabling users to complete operational tasks independently. From a user experience perspective, ease of use is an important indicator in shaping users' positive perceptions of a digital system. This finding aligns with Wijaya et al. (2021) and Sugiharto et al. (2023), who positioned ease and task-completion efficiency as primary determinants of experience quality, and supports the argument of Gusfi et al. (2024) that a good user experience contributes directly to user satisfaction. Accordingly, the ability of frontliners to operate the core features independently constitutes an important asset for the continued use of the Mosly application in supporting pharmacy sales activities.

Furthermore, the observed ease of use is also reflected in users' efficiency in completing operational tasks. Most users completed the process from login to sell out input in a relatively short time and without significant confusion in navigating menus, indicating that the application's navigation structure is sufficiently intuitive for core activities. Such efficiency is important for pharmacy frontliners because the application is generally operated amid customer-service activities, so a concise process encourages continued use. Conversely, when users must stop to look for a particular menu or wait for assistance, the workflow is disrupted and the usage experience declines. This pattern is consistent with human-centred design principles, which emphasize that a good system must adapt to its users' working context.

Reward Feature Accessibility

Although users were able to operate the core features, several frontliners still had difficulty accessing the reward redemption feature. At K3, the user struggled to find the redeem menu and had to ask the sales representative, while users at Prima Sehat, Viz Farma, Cikal, Umi, Luhanna, Karebet Jaya, and Sehat Jaya still needed assistance when redeeming points. This indicates that the reward feature is a critical point in the user experience because it requires refinement in navigation and accessibility. The finding confirms that the user experience is determined not only by the successful completion of operational tasks but also by the ease of obtaining the benefits of the loyalty program. This is consistent with Kalagi et al. (2025) and Nugraha et al. (2024), who emphasized that the effectiveness of a loyalty program depends heavily on users' ease in accessing and using the reward mechanism; when the redemption process is perceived as complex, the benefits of the loyalty program risk not being delivered optimally.

Users' dependence on sales assistance during reward redemption also reveals a gap between their ability to perform transactional activities and their ability to use more complex features. At several pharmacies, users already understood how to input sell out but did not know that accumulated points could be exchanged or where the menu to do so was located. This indicates that the socialization of the loyalty program's benefits has not been fully conveyed, so that some users view the application merely as a sales-recording tool. Yet the core value of a digital loyalty program lies precisely in users' engagement in the cycle of

collecting and redeeming points, so simplifying the flow and increasing the visibility of the reward redemption feature are important needs for the Mosly application.

Digital Service Quality Analysis Based on E-Service Quality Dimensions

To address the research focus on digital service quality, the observation results were not merely described but analyzed systematically using the five e-service quality dimensions that served as observation indicators, namely reliability, system availability, responsiveness, stability, and error handling. Each dimension was assessed based on the number of pharmacies showing success or obstacles during observation and then categorized into three rating levels: Good, Adequate, and Poor. A summary of the assessment is presented in Table 5 and visualized in Figure 2, while each dimension is described below.

Reliability refers to the application's ability to perform core functions correctly and consistently when used. Of the 20 pharmacies, 18 performed the attempted functions without functional failure, while two pharmacies experienced failures, namely Citra Farma, which failed to log in, and Meditra, which failed to complete redemption because of an application error. Because the failures were limited and related to specific devices, reliability is rated Adequate.

System availability refers to the application's ability to be accessed and loaded when needed. A total of 17 pharmacies could access the application without significant obstacles, whereas Dewi Farma and Graha experienced long loading times when opening stock and performing sell out, and Citra Farma could not pass the login process at all. The presence of access obstacles on certain devices leads this dimension to be rated Adequate.

Responsiveness refers to the speed at which the system responds to user commands. At 18 pharmacies with adequate devices, the application responded quickly so that login and sell out were completed without significant delay; only Dewi Farma and Graha experienced slow responses due to device limitations. With the majority of pharmacies obtaining fast responses, responsiveness is rated Good.

Stability refers to the application's ability to run without errors or disruptions. A total of 17 pharmacies experienced no stability disruptions, whereas three pharmacies showed instability: Dewi Farma had to clear the cache first to prevent sell out errors, Meditra experienced an error during redemption, and Karebet Jaya experienced a cropped screen when the camera captured the ID photo for redemption. The disruptions appearing on several devices lead stability to be rated Adequate.

Error handling refers to the clarity of messages and guidance the application provides when errors occur. This dimension is the weakest because the errors at Meditra, Karebet Jaya, and Dewi Farma were not accompanied by clear corrective instructions, so users depended on sales assistance and even had to contact Mosly Care to resolve them. The absence of adequate recovery guidance leads error handling to be rated Poor.

Table 5. E-Service Quality Dimension Assessment of the Mosly Application (n=20 pharmacies)

Dimension	Indicator	Observation Evidence	Pharmacies with Issues	Rating
Reliability	Core functions run correctly when used	Login & sell out worked; login failure (Citra), redeem error (Meditra)	2	Adequate
System Availability	App accessible & loadable when needed	Slow access (Dewi, Graha); no access (Citra)	3	Adequate
Responsiveness	Speed of system response to commands	Fast on adequate devices; slow (Dewi, Graha)	2	Good
Stability	Runs without	Cache/error (Dewi), redeem error	3	Adequate

Dimension	Indicator	Observation Evidence	Pharmacies with Issues	Rating
Error Handling	errors/disruptions	(Meditra), cropped screen (Karebet)	3	Poor
	Clarity of messages & guidance on errors	Errors without guidance; escalation to sales/Mosly Care		

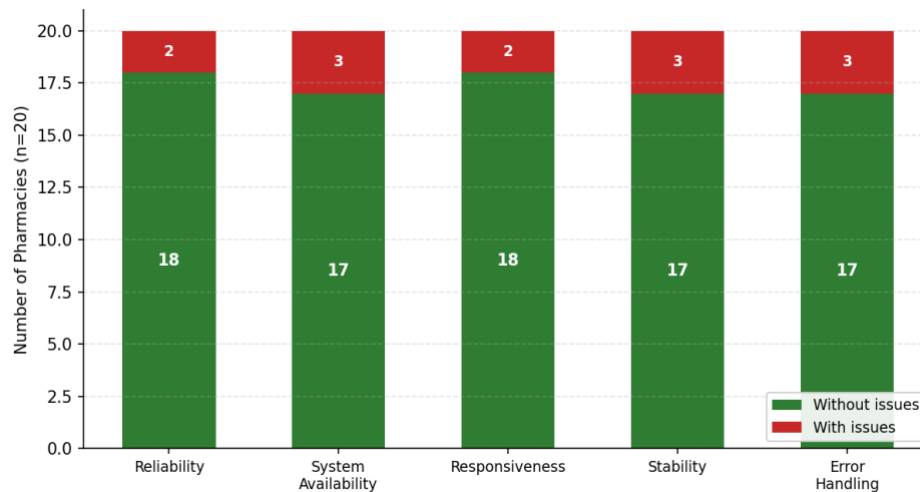


Figure 2. Distribution of Pharmacies Without Issues across E-Service Quality Dimensions

Based on the analysis of these five dimensions, the overall digital service quality of the Mosly application is rated Adequate, with responsiveness as the strongest dimension and error handling as the weakest. An important pattern is that all obstacles across every dimension concentrated in pharmacies using low-specification devices and older Android versions, namely Dewi Farma, Meditra, Karebet Jaya, Graha, and Citra Farma. Thus, device compatibility functions as a cross-dimensional factor that simultaneously affects reliability, availability, stability, and error handling. This finding complements survey-based e-service quality studies such as Pratiwi (2023), Putri and Hadi (2022), Syahidah and Aransyah (2023), Arfiansyah and Widyastuti (2024), and Tania and Firman (2025), which assess service quality as user perception; through direct observation, this study shows that observed service quality is strongly influenced by the technical condition of devices in the field, consistent as well with the emphasis of Almira et al. (2023) and Wulandari et al. (2024) on reliability and responsiveness as determinants of user satisfaction.

Findings and Discussion

Based on the observational analysis, this study produced three main findings summarized in Table 6. First, the ease of use of the Mosly application supports pharmacy frontliners' operational activities in performing product sell out. Second, the reward redemption feature remains a critical point in the user experience because some users require assistance to access and use it. Third, the overall digital service quality of the Mosly application is rated Adequate based on the analysis of five e-service quality dimensions, with error handling as the weakest dimension, and all obstacles concentrated in low-specification devices and older Android versions.

Table 6. Categories and Themes of Research Findings

Category	Observation Finding	Research Theme
Ease of use	Smooth login, independent sell out and redeem	Ease of use supports frontliners' operational activities
Sales-assistance	Redeem difficulty; assistance	Reward feature is a critical point of

Category	Observation Finding	Research Theme
dependency	needed for sell out and redeem	the user experience
Technical obstacles	Slow loading, redeem error, login failure, compatibility issues	Digital service quality is influenced by device compatibility
System obstacles	Location validation, camera error, application cache	Application effectiveness is influenced by device and environment

These three findings show that the success of digital loyalty program implementation is determined not only by the application's ease of use but also by the ease of accessing the reward feature and the readiness of users' devices to run the system. Unlike prior studies that assess user experience and e-service quality as perceptual constructs through surveys (Nasution & Adiwijaya, 2024; Gusfi et al., 2024; Pratiwi, 2023; Putri & Hadi, 2022), this study reveals these dynamics directly in real operational activities. The results complement questionnaire-based user experience evaluation studies (Wijaya et al., 2021; Sugiharto et al., 2023; Priandani et al., 2023; Darmawan et al., 2023) with behavioral evidence, while affirming the relevance of the reward mechanism as a component of the user experience in a loyalty program (Kalagi et al., 2025; Nugraha et al., 2024).

Theoretical and Practical Implications

Theoretically, this study makes three contributions. First, it enriches the study of user experience and e-service quality by positioning both as phenomena observed directly in a real operational context, thereby complementing the perception-based measurement that dominates prior research (Pratiwi, 2023; Putri & Hadi, 2022; Syahidah & Aransyah, 2023; Arfiansyah & Widyastuti, 2024; Tania & Firman, 2025). Second, it identifies device compatibility as a contextual factor that operates across e-service quality dimensions, simultaneously affecting reliability, system availability, stability, and error handling, an aspect rarely visible in survey-based e-service quality models. Third, it extends the application of the digital loyalty program concept from general consumers to professional users, namely pharmacy frontliners in the pharmaceutical distribution sector, thereby enriching the literature on loyalty-application evaluation that has so far focused on the consumer retail market (Kalagi et al., 2025; Nugraha et al., 2024).

Practically, the findings offer concrete direction for the developers of the Mosly application. First, because the reward redemption feature is a critical point with the lowest level of independence (only 8 of 20 pharmacies), navigation to the redeem menu should be simplified and made more prominent, complemented by in-app guidance so that users no longer depend on sales assistance. Second, because all e-service quality obstacles concentrated on low-specification devices and older Android versions, the application's performance should be optimized for lower-end devices, for example through data compression, automatic cache management, and a simplified stock-loading process. Third, the error handling dimension, rated the weakest, calls for more informative error messages accompanied by self-recovery steps, so that users' dependence on the Mosly Care service can be reduced.

These three findings show that the success of digital loyalty program implementation is determined not only by the application's ease of use but also by the ease of accessing the reward feature and the readiness of users' devices to run the system. The finding that ease of use supports operational tasks is consistent with user experience studies on consumer applications (Wijaya et al., 2021; Sugiharto et al., 2023; Priandani et al., 2023), yet the reason it matters differs in the Mosly context. In consumer applications, usability failures mainly risk voluntary abandonment, whereas Mosly is operated by professional frontliners amid live

customer service, so any friction directly interrupts their work routine. This explains why user independence in this study was high for simple, frequently repeated tasks such as login and sell out but dropped sharply for the less routine reward redemption task: unlike leisure consumers, frontliners rationally invest effort mainly in the functions their daily work demands.

The prominence of reward redemption as the critical pain point both affirms and refines prior loyalty-program research. Kalagi et al. (2025) and Nugraha et al. (2024) show that reward accessibility drives engagement in consumer loyalty programs, and the present study is consistent with this. However, the reason redemption became a more severe bottleneck here lies in Mosly's distinctive professional, business-to-business character. In consumer loyalty applications, users are personally motivated to redeem rewards for their own benefit and therefore willingly learn the redemption flow; in Mosly, the reward is a work-related incentive rather than a personal consumer goal, and it is pursued under time pressure during service. Consequently, frontliners tend to underexplore the redeem feature and depend on sales assistance, indicating that reward accessibility must be designed even more deliberately for professional users than for ordinary consumers.

Finally, the divergence between this study and survey-based e-service quality research (Pratiwi, 2023; Putri & Hadi, 2022; Syahidah & Aransyah, 2023; Arfiansyah & Widyastuti, 2024; Tania & Firman, 2025) is not merely methodological but contextual. Those studies measure perceived quality, which in a consumer setting closely tracks actual use because users self-select and operate apps on their own, often newer, devices at their convenience. In the Mosly context, however, frontliners must use the application regardless of preference and on the heterogeneous, frequently low-specification devices available at each pharmacy. This is precisely why device compatibility emerged as a cross-dimensional factor affecting reliability, availability, stability, and error handling simultaneously, an effect that perception surveys average out and therefore cannot detect. Direct observation in a real professional setting thus explains not only that the results differ from perception-based studies but why: the gap between what users perceive and what actually happens widens under obligatory, field-constrained use, consistent with the emphasis of Almira et al. (2023) and Wulandari et al. (2024) on reliability and responsiveness as determinants of user satisfaction.

CONCLUSION

This study explored pharmacy frontliners' experience in using the Mosly application as a digital loyalty program from the perspectives of ease of use, reward feature accessibility, and digital service quality. Three main findings emerged. First, the application's ease of use adequately supports frontliners' core operational tasks, as most users completed login and sell out input independently. Second, reward redemption remains the critical pain point, since many users still needed sales assistance to locate and use it, indicating that access to the loyalty program's benefits is not yet self-sufficient. Third, based on the assessment of five e-service quality dimensions, the application's digital service quality is rated Adequate, with responsiveness as the strongest and error handling as the weakest dimension, while technical failures concentrated on low-specification devices and older Android versions. Taken together, the success of the Mosly application depends on three factors that must operate in

concert: the ease of use of operational features, the accessibility of the reward feature, and user device compatibility.

The central contribution of this study is to show that, for professional users such as pharmacy frontliners, the success of a digital loyalty application depends less on perceived quality in the abstract and more on how well the application's features fit the users' actual working rhythm in the field. Because frontliners operate the application amid live customer service and on heterogeneous, often low-specification devices, features that are not aligned with this fast-paced, device-constrained context, most notably reward redemption and error recovery, become bottlenecks that a perception-based survey would not reveal. Methodologically, the study demonstrates that combining structured direct observation with a per-dimension e-service quality assessment provides a behavior-based way of evaluating such alignment.

Practically, these findings suggest that developers should simplify and make the reward redemption feature more visible, provide in-app guidance and informative error handling to reduce dependence on sales assistance, and optimize the application for lower-end devices. At the distributor level, managers should socialize the reward mechanism more evenly and consider recommended minimum device specifications so that service quality is consistent across pharmacies.

This study has limitations: it covers only 20 pharmacies within a single distribution area and relies on structured observation without in-depth interviews, so it captures observed behavior rather than users' underlying perceptions and motivations. Future research is therefore recommended to broaden the scope of participants across regions, and to combine observation with interviews or a mixed-methods design, in order to obtain a more comprehensive understanding of the user experience, satisfaction, and loyalty of pharmacy frontliners toward digital loyalty applications.

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