



## **Assessing Usability and User Experience of the KlikDokter Mobile Health Application in Indonesia**

(Assessing Usability and User Experience of the KlikDokter Mobile Health Application)

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### **Abstract**

The use of digital technology in the health sector is becoming increasingly important, especially in improving access to medical services quickly and efficiently. One form of its implementation is online health service applications such as KlikDokter. However, high usage of the application does not guarantee that users are satisfied and that the application is easy to use. Therefore, this study was conducted to evaluate the usability and user experience of the KlikDokter application in Indonesia. This study is a descriptive quantitative study with a cross-sectional approach involving 392 respondents. The majority of respondents were aged 18–25 years (55.1%), had a bachelor's degree as their highest educational attainment (66.6%), and were employed as private sector workers (48.7%). The usability evaluation using the System Usability Scale (SUS) method yielded an average score of 72,75, falling into the 'Acceptable' category with a grade of "C" and a rating of 'Good.' The user experience evaluation using the User Experience Questionnaire (UEQ) yielded positive scores across all dimensions, with the highest scores in Attractiveness (1.70), Efficiency (1.67), and Dependability (1.69). However, the Novelty aspect received the lowest score (0.5), indicating a lack of innovation in the application's appearance and features. These results indicate that KlikDokter demonstrates adequate usability, but there is still room for improvement to provide a more engaging and innovative experience for users.

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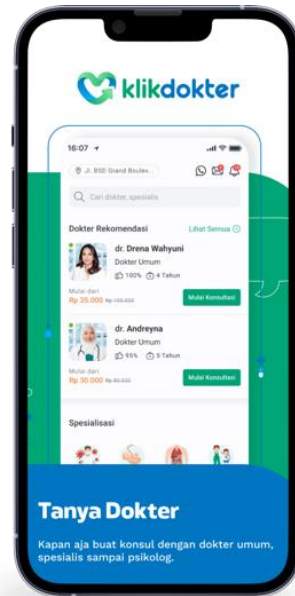
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## Introduction

The development of information technology in the health sector has advanced, fostering the interest of Indonesian society in utilizing online health applications (Afrizal, Prihatni, and Hastono 2024). Since the COVID-19 pandemic in 2020, restrictions on physical activities have been implemented globally. (WHO n.d.). As a result, many activities were carried out online, including healthcare services. To this day, even though the pandemic has ended, health applications remain a preferred option as they enable registration, online consultations, and other services without the need to visit healthcare facilities directly. (Herawati 2023).



**Figure 1. Application Features**

KlikDokter is a healthcare service application that can be used by the Indonesian community (Figure 1). Established in 2008, the application aims to serve as a reliable platform for health education (KlikDokter 2023). This application provides features such as health information, online consultations with doctors, medicine purchases, laboratory examinations, home care services, online consultation scheduling, and even ambulance booking (Maarende, Sebastian, and Restyandito 2021). The KlikDokter application has provided healthcare access to thousands of Indonesians with the support of medical professionals. Based on the 2023 Top Brand Index (TBI) survey of 8,500 respondents, KlikDokter ranked third with 10.60% of users, below HaloDoc (first place with 67.20%) and Alodokter (second place with 15.70%) (Top Brand Award 2023). This indicates that KlikDokter has the lowest number of users compared to the other two health applications. Following the update of KlikDokter to version 7 Patch 4.14.1 in September 2024, the application recorded approximately 1 million downloads with a rating of 4.4, whereas HaloDoc and Alodokter each recorded around 10 million downloads with ratings above 4.5 on the Play Store (Play Store 2020). Reviews on the Play Store indicate that the KlikDokter application still has shortcomings in terms of usability, leading to lower user satisfaction. Therefore, a usability and user experience evaluation is necessary to identify weaknesses in the KlikDokter system. The results of this evaluation are expected to assist developers in improving the application to provide a better user experience and enhance user satisfaction.

Previous studies on the evaluation of the KlikDokter application have highlighted various aspects that influence the utilization of its healthcare services, as noted by Maman Surahman (Surahman, Widiyasono, and Gunawan 2021), Andreas (Ritonga and Setiadi 2022), Heny Heerawati (Herawati 2023), dan Eunike (Nugroho 2024). Users have a positive perception of the ease of use, usefulness, and attitudes toward using the application. However, Maman Surahman et al. identified issues in the aspects of efficiency and stimulation, which require improvement to enhance the application's usability. Given these shortcomings in the usability aspects of the KlikDokter system, an evaluation of usability and User Experience needs to be conducted to identify the shortcomings of the KlikDokter system. Such an evaluation can assist the application developers in improving the system to provide a better user experience and increase user satisfaction.



Evaluation is a process carried out to assess a system. According to Mulyono and Ramly, evaluation is defined as an assessment based on objective standards or predetermined criteria. The stages of evaluation are a series of activities aimed at providing convenience and identifying weaknesses within a system. Following the design of the evaluation activities, data collection is conducted, in which particular attention must be given to ensuring that the data collected aligns with the needs of the evaluation (Muryadi 2017).

Usability was first discussed by Shackle (1984), referring to the usefulness of a system that can be used easily and efficiently when users interact with it to perform specific tasks within a given timeframe and under certain environmental conditions (Yoga et al. n.d.). According to the International Organization for Standardization (ISO), usability is defined as the extent to which an application can be evaluated in achieving specific goals by assessing its effectiveness, efficiency, and user satisfaction (Kushendriawan et al. 2021). The importance of usability evaluation in application systems lies in its ability to help analyze system usability and user satisfaction in utilizing the application (Tanamal 2023). One of the methods used to evaluate the usability of an application is the System Usability Scale (SUS). The System Usability Scale (SUS), developed by John Brooke in 1986, is a method that is easy to use and simple to understand (Muryadi 2017). John Brooke developed the System Usability Scale (SUS) to be freely applied in research. Numerous studies that have employed the SUS method for application evaluation have demonstrated its validity (Bangor, Kortum, and Miller 2009). The SUS method is employed because it can be conducted within a short period of time. In its implementation, the SUS method is used to measure the usability and user experience when interacting with an application system (Santoso n.d.).

User Experience (UX) refers to the responses or perceptions of a user that arise from their interaction with the features of an application, system, or service (Surahman, Widiyasono, and Gunawan 2021). User Experience (UX) is a factor that provides an assessment of user satisfaction as well as the overall quality of an application (Hinderks, Winter, and Schrepp 2019). The User Experience Questionnaire (UEQ) is a method used for processing survey data related to user experience (Surahman, Widiyasono, and Gunawan 2021). According to Santoso, the UEQ is a measurement tool that provides comprehensive results regarding user experience (Fadillah, Yunus, and Budianto 2022). This study aims to analyze the usability and user experience evaluation of the KlikDokter application in Indonesia. Although previous studies on KlikDokter also employed SUS and UEQ, this study differs as it is conducted in a more recent context with deeper analysis and stronger relevance to the development of the KlikDokter health application.

## Methods

This study employed an observational descriptive cross-sectional design aimed at evaluating the usability and user experience of the KlikDokter application using the System Usability Scale (SUS) and User Experience (UX) approaches. The study population consisted of KlikDokter application users in Indonesia in 2024. The sample size was calculated using the Isaac and Michael table with a 5% margin of error, based on a total population of 1,000,000 downloads in 2024. The minimum required sample was 349 respondents. To anticipate potential dropouts, the researchers added 10% to the total sample, resulting in a minimum of 384 respondents.

The sampling technique employed was purposive sampling based on inclusion criteria, namely respondents who owned a smartphone, had previously used the KlikDokter application, and were willing to participate in the study. Respondents under the age of 18 were excluded. Data collection was conducted using a questionnaire in the form of a Google Form, which was distributed to respondents through social media platforms such as Instagram, TikTok, X, and WhatsApp.

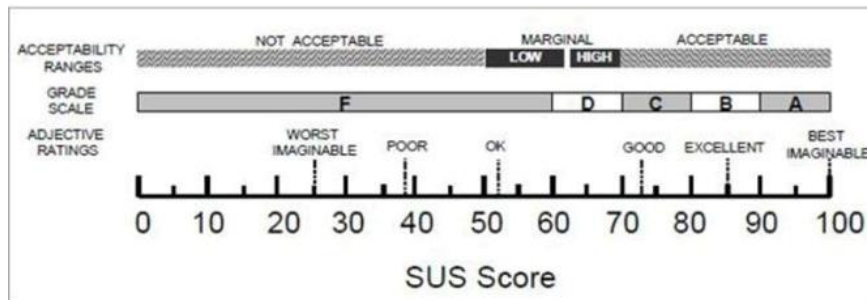
The research instrument consisted of a questionnaire-based research guideline. Two questionnaires were used: the System Usability Scale (SUS) questionnaire and the User Experience Questionnaire (UEQ). The SUS questionnaire in this study was adopted from Brooke (1996) (Brooke 2013). It consists of 10 items comprising both positive and negative statements. The questionnaire covers the dimensions of Learnability, Efficiency, Memorability, Errors, and Satisfaction. The SUS questionnaire employs a five-point Likert scale (strongly disagree, disagree, neutral, agree, and strongly agree). This instrument was previously adapted by Zahra Sharfina (2016) in her study entitled "*An Indonesian Adaptation of the System Usability Scale (SUS)*", and was considered valid and reliable with a Cronbach's alpha value of 0.841 (Sharfina and Santoso 2016). The User Experience Questionnaire (UEQ) used in this study was adopted from Laugwitz, Schrepp, and Held (2008) and consists of 26 items comprising both positive and negative statements. The questionnaire includes six dimensions: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. Each item in the UEQ presents two opposing terms, and respondents are asked to indicate their response on a scale from 1 to 7. For example:



**Table 1. Example of UEQ Items**

No	1	2	3	4	5	6	7
1	Troublesome						Enjoyable

Data analysis in this study was conducted descriptively. The SUS data were analyzed by calculating the mean SUS score. According to Brooke (1996), the interpretation of SUS results is categorized into three groups: acceptability, grade scale, and adjective rating, as illustrated in Figure 2.



**Figure 2. System Usability Score (Brooke 2013)**

The acceptability ranges are classified into three categories: *Not Acceptable* for an average score of 0–50, *Marginal* for an average score of 51–70, and *Acceptable* for an average score of 71–100. The Grade Scale is divided into five groups: Grade A for average scores of 90–100, Grade B for 80–89, Grade C for 70–79, Grade D for 60–69, and Grade E for 0–59. The adjective rating of the SUS score is categorized as follows: *Worst Imaginable* (0–25), *Poor* (26–39), *OK* (40–53), *Good* (54–74), *Excellent* (75–85), and *Best Imaginable* (86–100).

The user experience analysis is based on the mean score of each dimension (Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty). The interpretation is presented in Table 1.

**Table 2. Average UEQ Categories (Schrepp, Hinderks, and Thomaschewski 2014)**

	<i>Attractiveness</i>	<i>Perspicuity</i>	<i>Efficiency</i>	<i>Dependability</i>	<i>Stimulation</i>	<i>Novelty</i>
<b>Excellent</b>	≥ 1,72	≥ 1,64	≥ 1,82	≥ 1,6	≥ 1,50	≥ 1,34
<b>Good</b>	≥ 1,50	≥ 1,31	≥ 1,37	≥ 1,4	≥ 1,31	≥ 0,96
	< 1,72	< 1,64	< 1,82	< 1,6	< 1,50	< 1,34
<b>Above average</b>	≥ 1,09	≥ 0,84	≥ 0,90	≥ 1,06	≥ 1,00	≥ 0,63
	< 1,50	< 1,31	< 1,37	< 1,40	< 1,31	< 0,96
<b>Below average</b>	≥ 0,65	≥ 0,50	≥ 0,53	≥ 0,70	≥ 0,52	≥ 0,24
	< 1,09	< 0,84	< 0,90	< 1,06	< 1,00	< 0,63
<b>Bad</b>	< 0,65	< 0,50	< 0,53	< 0,70	< 0,52	< 0,24

## Results

### Respondent Characteristics

The total number of respondents in this study was 392. The respondents' characteristics included gender, age, educational background, occupation, and place of residence (Table 2).

**Tabel 3. Karakteristik Responden**

Variabel	n	Mean	Std Deviation
Age	392	25.00	4.99
	n	%	
<b>Gender</b>			
1. Male	184	46.9	



Variabel	n	Mean	Std Deviation
2. Female	208	53.1	
<b>Highest education level</b>			
1. SMP	1	0.3	
2. SMA	113	28.8	
3. S1	261	66.6	
4. S2	17	4.3	
<b>Occupation</b>			
1. Not working (housewives and students)	132	33.7	
2. Private sector employees	191	48.7	
3. Civil servants	50	12.8	
4. Healthcare workers	19	4.8	
<b>Place of Residence</b>			
1. Papua Island	9	2.3	
2. Kalimantan Island	67	17.1	
3. Sumatra Island	69	17.6	
4. Java Island	203	51.7	
5. Sulawesi Island	44	11.2	
<b>Total Respondents</b>	<b>392</b>	<b>100.0</b>	

Table 3 presents the respondents' characteristics: the majority were female (53.1%), with an average age of 25 years (SD = 4.99), most held a bachelor's degree (66.6%), were employed as private-sector workers (48.8%), and resided on Java Island (51.7%).

Table 4 illustrates the frequency distribution of respondents' answers to the usability questionnaire regarding the use of the KlikDokter application. Based on the ten statements, users reflected the ease, consistency, and clarity of using the application. Overall, the results indicate that the majority of respondents had a positive perception of this application.

**Table 4. Frequency Distribution of the System Usability Scale**

Questions	STS		TS		N		S		SS	
	N	%	N	%	N	%	N	%	N	%
1. I think I would use the KlikDokter application.	15	3.8	52	13.3	6	1.5	175	44.6	144	36.7
2. I find the KlikDokter application complicated to use.	107	27.3	211	53.8	2	0.5	41	10.5	31	7.9
3. I find the KlikDokter application easy to use.	27	6.9	43	11	0	0	199	50.8	123	31.4
4. I need assistance from others or a system technician to use the KlikDokter application.	175	44.6	139	35.5	49	12.5	49	12.5	25	6.4
5. I feel that the features of the KlikDokter application function as intended.	24	6.1	48	12.2	2	0.5	210	53.6	108	27.6
6. I feel that there are many inconsistencies in the KlikDokter application.	147	37.5	169	43.2	3	0.8	47	12	26	6.6
7. I believe that others would quickly understand how to use the KlikDokter application	21	5.4	49	12.5	5	1.3	191	48.7	126	32.1
8. I find the KlikDokter application confusing.	139	35.5	179	45.7	2	0.5	43	11	29	7.4
9. I feel that there are no obstacles in using the KlikDokter application.	25	6.4	47	12	3	0.8	183	46.7	134	24.2



10. I need to familiarize myself with the KlikDokter application before using it.	166	42.3	148	37.8	1	0.3	52	13.3	25	6.4
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Figure 3 presents the average usability of the KlikDokter application. The calculated usability score was 72.75. The interpretation is as follows: the KlikDokter application falls into the *Acceptable* category, corresponds to Grade C on the Grade Scale, and is rated as *Good* in the Adjective Rating.

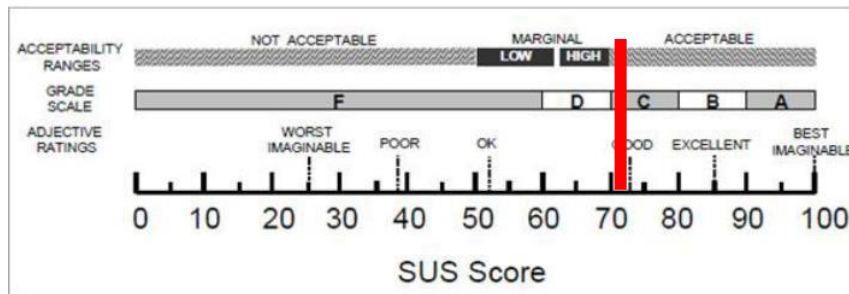


Figure 3. SUS Score Results

Table 5. Frequency Distribution of User Experience Questionnaire

No.	Item	(1)		(2)		(3)		(4)		(5)		(6)		(7)		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
<b>Attractiveness</b>																
1.	Troublesome Enjoyable	-	30	7.7	17	4.3	3	0.8	6	1.5	8	2	169	43.1	159	40.6
2.	Bad – Good		31	7.9	16	4.1	6	1.5	0	0	13	3.3	179	45.7	147	37.5
3.	Disliked – Delightful		40	10.2	8	2	3	0.8	1	0.3	19	4.8	155	39.5	166	42.3
4.	Uncomfortable Comfortable	-	45	11.5	6	1.5	0	0	1	0.3	24	6.1	188	48	128	32.7
5.	Unattractive Attractive	-	40	10.2	12	3.1	3	0.8	2	0.5	26	6.6	160	40.8	149	38
6.	Unfriendly – User- friendly		44	11.2	9	2.3	1	0.3	0	0	17	4.3	167	42.6	154	39.3
<b>Perspiciuity</b>																
1.	Incomprehensible Understandable	-	45	11.5	5	1.3	0	0	1	0.3	14	3.6	161	41.1	166	42.3
2.	Difficult to learn Easy to learn	-	38	9.7	20	5.1	4	1	1	0.5	11	2.8	121	30.6	197	50.3
3.	Complicated Simple	-	34	8.7	26	6.6	5	1.3	2	0.5	5	1.3	176	44.9	144	36.7
4.	Confusing – Clear		36	9.2	17	4.3	1	0.3	2	0.5	39	9.9	185	47.2	112	28.6
<b>Efficiency</b>																
1.	Slow – Fast		45	11.5	5	1.3	0	0	1	0.3	14	3.6	161	41.1	166	42.3
2.	Inefficient – Efficient		38	9.7	20	5.1	4	1	1	0.5	11	2.8	121	30.6	197	50.3
3.	Impractical Practical	-	34	8.7	26	6.6	5	1.3	2	0.5	5	1.3	176	44.9	144	36.7
4.	Messy – Organized		36	9.2	17	4.3	1	0.3	2	0.5	39	9.9	185	47.2	112	28.6
<b>Dependability</b>																
1.	Unpredictable Predictable	-	47	12	11	2.8	0	0	2	0.5	18	4.6	162	41.3	152	38.8
2.	Obstructive Supportive	-	38	9.7	13	3.3	2	0.5	1	0.3	9	2.3	182	46.4	147	37.5
3.	Unsafe – Safe		32	8.2	20	5.1	1	0.3	0	0	17	4.3	191	48.7	131	33.4
4.	Does not meet expectations – Meets expectations		42	10.7	9	2.3	3	0.8	2	0.5	18	4.6	143	36.5	175	44.6
<b>Stimulation</b>																
1.	Useless – Useful		44	11.2	11	2.8	0	0	0	0	35	8.9	142	36.2	160	40.8
2.	Boring – Enjoyable		35	8.9	18	4.6	2	0.5	3	0.8	17	4.3	194	49.5	123	31.4

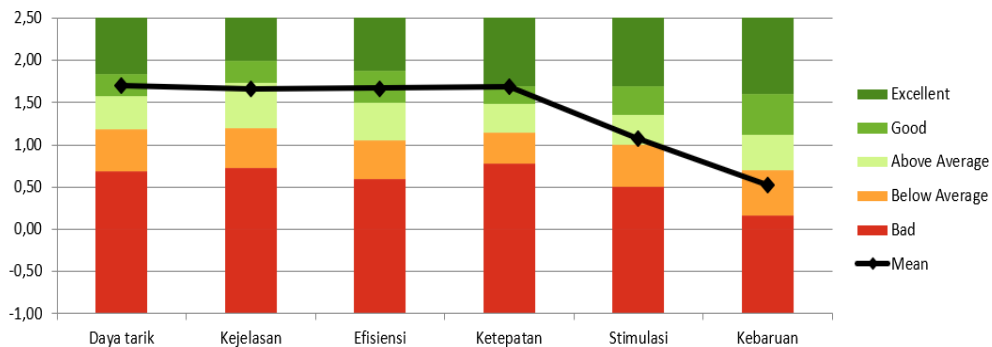


No.	Item	(1)		(2)		(3)		(4)		(5)		(6)		(7)		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
3.	Unattractive Attractive	-	114	29.1	115	29.3	11	2.8	6	1.5	15	3.8	76	19.4	55	14
4.	Demotivating Motivating	-	44	11.2	7	1.8	2	0.5	1	0.3	28	7.1	151	38.5	159	40.6
<b>Novelty</b>																
1.	Monotonous Creative	-	73	18.6	57	14.5	29	7.4	0	0	7	1.8	186	47.4	73	18.6
2.	Conventional Inventive	-	66	16.8	38	9.7	3	0.8	5	1.3	22	5.6	112	28.6	146	37.2
3.	Commonplace Leading	-	56	14.3	37	9.4	3	0.8	2	0.5	27	6.9	132	33.7	135	34.4
4.	Conservative Innovative	-	109	27.8	121	30.9	26	6.6	0	0	7	7.4	100	25.5	29	7.4

**Table 6. Mean Scores and Evaluation of UEQ Variables**

Variabel	Mean	Assessment Evaluation
<i>Attractiveness</i>	1.70	Positif
<i>Perspiciuity</i>	1.66	Positif
<i>Efficiency</i>	1.67	Positif
<i>Dependability</i>	1.69	Positif
<i>Stimulation</i>	1.07	Positif
<i>Novelty</i>	0.5	Negatif

Based on Table 6, the UEQ evaluation results for the KlikDokter application show positive values across nearly all dimensions, except for Novelty (mean = 0.5). This is visually consistent with the benchmark shown in Figure 4.



**Figure 4. Benchmark of the KlikDokter Application**

Based on Figure 4, the user experience of the KlikDokter application is illustrated. The results are derived from a descriptive analysis using the User Experience Questionnaire (UEQ), which involves six variables: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. The data processed using the UEQ Analysis Tool, as shown in Figure 4.7, indicates that one variable Novelty falls into the *Below Average* category, while the remaining variables are categorized as *Good*.

## Discussion

### Usability Evaluation of the KlikDokter Application Using the System Usability Scale (SUS)

Based on data collected from 392 respondents who participated in this study, a usability analysis of the KlikDokter application was conducted using the System Usability Scale (SUS) method. The questionnaire statements were grouped according to the five usability aspects proposed by Nielsen: Learnability, Efficiency, Memorability, Errors, and Satisfaction.

The average usability score of the KlikDokter application was 72.75. This indicates that the application falls within the *Acceptable* range on the acceptability scale, is classified as Grade C, and receives



an adjective rating of *Good*. The KlikDokter application is therefore considered acceptable to users according to the SUS interpretation standards. This score suggests that the application meets the basic needs of its users and provides ease of use.

This is further supported by respondents' answers to usability-related questions, with the majority providing positive feedback. Specifically, 50.8% of respondents stated that the application is easy to use (Learnability dimension), 53.6% felt that the features operate smoothly (Efficiency dimension), 48.7% reported that they could remember how to use the application (Memorability dimension), 43.2% noted inconsistencies in application use (Errors dimension), and 44.6% expressed satisfaction with the application (Satisfaction dimension).

These findings may be attributed to the fact that the majority of KlikDokter users are in the productive age group (25 years old), hold a bachelor's degree (66.6%), and are employed (66.3%). The use of social media on smartphones and tablets is closely related to demographic factors such as age and education level. Individuals in the productive age group, who are employed and highly educated, are more likely to engage with digital platforms in their daily lives. Based on occupation and internet usage duration, the largest group comes from the education sector (37.5%), with an average usage of more than 10 hours per day (Hidayati, Kusuma, and Agustini 2023). This explanation suggests that the evaluation of the KlikDokter application in this study resulted in an average usability score that is acceptable and falls into the *Good* category.

The findings of this study are higher compared to the research by Wulandari et al. (2022) on the usability evaluation of the Oncodoc m-health application using SUS. The average usability score obtained in that study was 70.88. This score, which falls into the *Marginal* category, indicates that the application is acceptable to users but still requires further development to achieve *Very Good* or *Excellent* ratings (Wulandari et al. 2022). This may be because the KlikDokter application has been established for a longer period and is well-known, whereas the Oncodoc application is relatively new and may be less popular compared to KlikDokter. Previous studies related to the KlikDokter application have shown consistent and positive results. A study by Eunike indicated that the KlikDokter application is easy to use, useful, and that respondents hold a positive attitude toward its use (Wulandari and Nugroho 2025).

### Evaluation Results of KlikDokter Using the User Experience Questionnaire (UEQ)

Based on the analysis conducted in this study using the User Experience Questionnaire (UEQ), six dimensions were measured: Attractiveness (1.7), Perspicuity (1.6), Efficiency (1.6), Dependability (1.6), Stimulation (1.0), and Novelty (0.5). Most of the dimension mean scores were positive, except for the Novelty dimension. This is supported by respondents' feedback, with 40.6% indicating that the KlikDokter application is enjoyable, 50.3% stating it is easy to learn, 42.3% finding it understandable, 47.2% considering it clear, and 44.9% viewing it as simple to use. In terms of usefulness, 40.8% of respondents found the application beneficial, and 40.6% felt motivated by it. These findings are consistent with previous studies evaluating KlikDokter using the Technology Acceptance Model, where users' perceptions of ease of use and usefulness were 82.4% and 76.7%, respectively. These perceptions contributed to a positive attitude (78.6%) toward using the application (Wulandari and Nugroho 2025). Several factors may explain this, particularly the characteristics of the users. In this study, the majority of respondents were 25 years old (SD = 4.99), held a bachelor's degree (66.6%), and were employed (48.8%).

The findings of this study differ from previous research that evaluated the usability of the KlikDokter application among middle-aged and elderly users. That study concluded that the KlikDokter interface design was not user-friendly, with low effectiveness and efficiency, an average user satisfaction score below 70, and a relatively high defect rate (Maarende, Sebastian, and Restyandito 2021). The difference in findings may be attributed to the differing target users. In that study, the users were middle-aged and elderly individuals who faced limitations in intrapersonal skills, functionality, structure, and interpersonal interaction. In other words, senior users encountered challenges in using the KlikDokter application, indicating the need for more effective development tailored to their needs (Lee, Chen, and Hewitt 2011).

The Novelty dimension had the lowest mean score (0.5), with its benchmark falling into the *Below Average* category. This is reflected in responses indicating that some users found the KlikDokter application monotonous (33.15%) and conservative (58.7%). The low score on the novelty dimension indicates that users perceive KlikDokter as offering limited innovation, with features and design that are relatively similar to other health applications and lacking distinctive updates that provide a new user experience. This may be attributed to the characteristics of the study sample, where the majority were bachelor's degree holders and employed. Logically, frequent use of smartphones and laptops for work and engagement with digital technology may lead users to perceive most features as ordinary and easy to use. Consequently, the functionalities of the KlikDokter application are viewed as commonplace.



## Conclusion

Overall, the usability evaluation of the KlikDokter application in Indonesia indicates that it is acceptable as a chat-based health application. Similarly, the user experience evaluation shows positive results across almost all dimensions: Attractiveness, Perspicuity, Efficiency, Dependability, and Stimulation. However, further development and improvement of the KlikDokter application in terms of Novelty are needed to enhance user adoption.

## Conflicts of Interest:

All authors declare no conflict of interest

## Author Contributions

AF = contributed to developing the research concept, collecting data, analyzing data, writing the article, and translating the article

RW = contributed to writing the article, guiding the research from start to finish, and internally reviewing the article

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## Institutional Review Board Statement

This research has obtained ethical clearance from the Ethics Committee of Dian Nuswantoro University with letter number: 000123/UNIVERSITAS DIAN NUSWANTORO/2025.

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## Conflicts of Interest:

All researchers declare that they have no conflicts of interest

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