

Hubungan efektivitas, kualitas interaksi, reliabilitas, kegunaan, dan kualitas teknologi terhadap kepuasan klien pengguna teledietetics dari perusahaan x tahun 2020 = Relationship of effectiveness, interaction quality, reliability, usability, and technology quality on client satisfaction of teledietetics users from company x in 2020

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Abstrak

Teledietetics merupakan suatu metode pengaplikasian teknologi informasi dan komunikasi yang dapat mendukung pemberian layanan atau konsultasi gizi oleh ahli gizi secara jarak jauh. Berbagai studi telah banyak menemukan manfaat dan kepuasan klien dari penggunaan teledietetics. Saat ini penelitian mengenai teledietetics di Indonesia masih terbatas. Teledietetics merupakan salah satu penerapan dari nutriprenurship, namun masih belum banyak berkembang di Indonesia. Oleh karena itu, penelitian ini bertujuan untuk melihat hubungan efektivitas, kualitas interaksi, reliabilitas, kegunaan, dan kualitas teknologi terhadap kepuasan klien pengguna teledietetics. Desain penelitian yang digunakan adalah desain studi cross-sectional pada 42 klien Perusahaan X pada bulan Mei hingga Juni 2020. Pengambilan data dilakukan dengan pengisian kuesioner mandiri secara online. Data yang diperoleh kemudian dianalisis secara univariat dan bivariat menggunakan chi – square. Hasil penelitian menunjukkan sebanyak 83,3% responden menyatakan puas terhadap penggunaan teledietetics. Berdasarkan analisis bivariat, diketahui bahwa terdapat hubungan bermakna antara kualitas interaksi, reliabilitas, kegunaan, dan kemudahan dalam penggunaan dengan kepuasan klien pengguna teledietetics.

.....Teledietetics is a method of applying information and communication technology that can support the provision of nutrition services or consultation by nutritionists remotely. Various studies have found many benefits and satisfaction of clients from the use of teledietetics. Currently, research on teledietetics in Indonesia is still limited. Teledietetics is one of the application of nutriprenurship, but it is not much developed yet in Indonesia. Therefore, this study aims to look at the relationship of effectiveness, interaction quality, reliability, usability, and technology quality on client satisfaction of teledietetics users. The research design used was a cross-sectional study design on 42 clients of Company X in May to June 2020. Data collection was carried out by filling out an independent questionnaire online. The data obtained were then analyzed by univariate and bivariate analysis using chi – square. The results showed 83.3% of respondents expressed satisfaction with the use of teledietetics. Based on bivariate analysis, it is known that there is a significant relationship between interaction quality, reliability, usability, and ease of use with client satisfaction of teledietetics users.