Consumer Satisfaction in Online Counseling Service Users at Psychological Service Providers

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Abstract. Psychological service providers need to explore consumer satisfaction with online counseling services in order to have a reference to improve the quality of their services. This study aims to obtain an overview of consumer satisfaction with online counseling services at psychology service providers in one of the cities in West Sumatra. The research participants consisted of 56 consumers selected by purposive sampling. The type of mixed method research with an explanatory sequential design approach. The aim is to clarify and confirm the quantitative findings of the study supported by qualitative data. The results of the study showed that the category of consumer satisfaction was in the very satisfied category. The main determinants of consumer satisfaction come from the responsiveness, reliability, empathy, and assurance provided by the provider. Qualitative explanations strengthen the results of the study that consumers are very satisfied with the online counseling services provided by the provider.

Keywords: Consumer satisfaction, online counseling, psychological service providers

1. Introduction

In today's digital era, online counseling services are increasingly popular as an alternative for individuals who need psychological support but are limited by time, location, or personal convenience [1]. Online counseling platforms offer easy access, time flexibility, and a wide selection of available counselors [2]. This phenomenon shows a change in people's behavior patterns in seeking psychological help, from face-to-face consultations to technology-based consultations [3]. In addition, the COVID-19 pandemic has also accelerated the adoption of online counseling services due to physical activity restrictions, many people turn to digital services to maintain their mental health [4], [5]. This also provides a great opportunity for online counseling platforms to grow [6].

Although online counseling offers various advantages such as more privacy and time flexibility, there are challenges in the delivery of online counseling services [7], some users may face

challenges such as technological limitations, the quality of the relationship with the counselor, or a sense of discomfort in using digital platforms [3]. It is important to understand how users experience utilizing these services [1].

In addition to technical factors, aspects of trust in the counselor and confidentiality of information are crucial factors that affect user satisfaction [8]. Users tend to feel satisfied if they believe that their personal information is secure and the counselor they choose is competent and empathetic [9]. These factors need to be evaluated to provide a comprehensive picture of the quality of online counseling services [10].

Online counseling service providers face challenges in maintaining service quality amidst the increasing number of users with many platform options, users are becoming more selective [1], [11]. With the increasing prevalence of mental health problems in society, online counseling services have great potential to reach various levels of society, including those in remote areas [6]. A deep understanding of the user experience is essential to ensure that these services can contribute to the improvement of people's psychological well-being [2].

Previous research shows that consumer satisfaction with online counseling services is strongly influenced by accessibility, ease of use, quality of interaction with counselors, and technical support provided [6], [7]. The use of digital suggestion boxes, review columns on social media, and online question and answer services that can make it easier for consumers to access or provide information are also things that online service providers need to consider [12]. Given the factors that may affect customer satisfaction, online counseling service providers should systematically evaluate customer satisfaction as a form of feedback for service providers [9].

Overall, this study is not only useful for service providers but also for users and other stakeholders in order to create a better mental health service ecosystem. The results of this study are expected to serve as a basis for strategic decision-making in improving the quality of online counseling services in Indonesia.

2. Research Method

This study uses an explanatory sequential design that aims to clarify and confirm the quantitative findings that have been analyzed first [13]. The research sample was obtained through purposive sampling method, namely sample selection based on certain considerations [14]. There were 56 participants who met purposive sampling with the criteria of online psychology service users at psychology service providers in Padang City, participating in at least 1 counseling session, and filling out a customer satisfaction form at the end of the counseling session. Data collection is online through google form. Participants filled out a form in the form of a service quality scale compiled based on the dimensions of tangible, reliability, responsiveness, assurance, and empathy [15]. Then the data was processed by looking at the customer satisfaction index (CSI) using CSI analysis. Participants also filled out open-ended questionnaires for qualitative collection with the aim that researchers could explore participants' experiences related to customer satisfaction. The open-ended questionnaires consisted of 3 questions namely "tell me in detail and in detail based on your experience, how do you feel after attending an online counseling session?" and "tell me in detail and in detail, how can online counseling sessions

benefit you?" and "tell me in detail and in detail, to what extent can the counseling session you attended online achieve the objectives of your counseling session?".

Consumers who use online counseling services are asked to fill out a customer satisfaction form at the end of the online counseling closing session. Each consumer filled it out online through a google form link distributed by the psychology service provider. The data collected in qualitative and quantitative forms were analyzed sequentially, starting with analyzing qualitative data and continuing with quantitative data [13]. Qualitative data analysis uses thematic analysis to find themes from a set of data through observation or finding patterns. Data processing is assisted by Nvivo software to do a word frequency query which can help researchers see the frequency of words that often appear related to customer satisfaction. Furthermore, quantitative data uses CSI analysis to see the level of customer satisfaction. CSI measurement is carried out to determine the level of customer satisfaction based on the dimensions of service quality provided. The calculation is based on the following formula:

$$\text{CSI} = \frac{\sum_{i=1}^{p} WSi}{HS} \text{ x } 100$$

Description::
WSi = Weight Score
HS = maximum value used on the scale

Determination of categorization from CSI analysis through the stages of mean importance score and, calculating weighting factors, weighted score, weighted total and consumer satisfaction index. The categorization of satisfaction levels can be seen in table 1 below.

Table 1. Categorization of Consumer Satisfaction Level

Categorization	Scale Range
Very Dissatisfied	0% - 20%
Not Satisfied	21% - 40%
Moderately Satisfied	41% - 60%
Satisfied	61% - 80%
Very Satisfied	81% - 100%

There are five categorizations with a scale range of 20% per categorization. Details of the scale range of each categorization as presented in table 1, namely the CSI value for very dissatisfied categorization moves from 0% to 20%; dissatisfied moves from 21% to 40%; moderately satisfied moves from 41% to 60%; satisfied moves from 61% to 80%; and very satisfied moves from 81% to 100%. This study also conducted an importance-perfomance analysis (IPA) to see the categorization of dimensions that are important and expected to increase customer satisfaction. IPA results can help psychology service providers determine policies and strategies in providing psychological services in the future. IPA results are displayed in the form of quadrants which can be seen in the following IPA Cartesian diagram.

Fig 1. Cartesian Diagram

In the Cartesian diagram, each quadrant can bring up the dimensions of service quality based on the level of importance of improvement. quadrant I is the top priority for improving display dimensions, quadrant II is the dimension of maintaining achievement, quadrant III is a low priority to be improved, and quadrant IV is excessive or not the main priority for improvement.

3. Result and Discussions

3.1 Result

Based on the results of the analysis of qualitative data obtained from 56 participants as well as quantitative data and data that has been categorized by researchers, it was found that most participants felt helped by the counseling they participated in online. The counseling sessions they participated in could help them achieve their goal of telling stories in the counseling session. The following more detailed results of qualitative data analysis through word frequency query can be seen in Figure 1.

Fig 2. Word Frequency Query Result

Word frequency query shows that searching for keywords through word frequency results in the most words appearing, namely counseling, can, more, hopefully, good, very. the words that appear the most are then coded and grouped using cluster analysis. After the words had been grouped, the researcher checked the interview data to confirm the pattern. In addition, categorization also emerged which was shown from the words very good and good which appeared more. From the results of the analysis, a series of themes were obtained, namely about counseling, hopefully helpful, very good.

The results of the quantitative analysis were carried out using the Consumer Satisfaction Index (CSI) analysis. Overall, based on the calculation of the customer satisfaction index (CSI), the level of consumer satisfaction of online counseling service users at psychology service providers is obtained, namely with a CSI value of 87% or very satisfied categorization. Details of the acquisition of CSI values based on the dimensions of customer satisfaction can be seen in table 2 below.

Table 2. CSI Calculation Result

	Consumer Satisfaction Attributes	MSS	MIS	WF (%)	WS
D1.1	Social media platforms of psychology service providers provide comprehensive information about the psychology services offered.	3,52	3,08	6,97	14,361
D1.2	Social media platform for psychology service providers has a meranic look	3,53	3,31	7,36	16,214
D2.1	The psychology service provider ensures that psychology services run according to the agreed schedule.	3,61	3,21	7,19	16,198
D2.2	Psychological service providers are able to provide psychological services according to consumer requests	3,68	4,37	6,88	17,081
D3.1	Psychological service providers are able to answer questions asked on social media platforms quickly (within 1x24 hours)	3,51	4,01	7,17	15,075
D3.2	Psychological service providers respond to customer complaints by providing appropriate or efficient solutions.	3,44	3,09	7,46	15,069
D4.1	Personal information or data of users of online psychological counseling services is guaranteed confidentiality by psychological service providers	3,56	4,24	6,85	16,094
D4.2	The privacy of online counseling service users is protected with informed consent (agreement and willingness) before the counseling session begins.	3,61	4,27	6,98	16,372
D5.1	Experts or counselors have the capability to facilitate online counseling sessions	3,59	3,24	7,24	15,467
D5.2	The expert or counselor is willing to listen and not judging the counselee or online counseling service user.	3,53	3,51	7,29	15,826
	Total	35,58	36,33	71,39	157,757

Before entering the CSI formula, MSS, MIS, WF, and WS calculations have been carried out with the results that can be seen in table 2. The following CSI results use the formula:

$$\text{CSI} = \frac{\sum_{i=1}^{\rho} \mathcal{WS}i}{HS} \text{ x 100}$$

$$= \frac{157,757}{5 \text{ x } 36,33} \text{ x 100\%}$$

$$= 86,84\%$$

The results of the CSI calculation of 56 participants can be seen in the table above that the level of consumer satisfaction of online counseling service users at psychological service providers is 86.84% or very satisfied categorization (81% - 100%). Furthermore, the results of the IPA calculation based on the average satisfaction score (X) and the average importance score) and the level of conformity (Tki) can be seen in table 3 below.

Table 3. IPA Calculation Result

Atribut	X_i	Y_i	X	Y	Tk_i
Tangible					
D1.1	241	268	3.6	4.0	88%
D1.2	248	275	3.7	4.0	89%
Realibility					
D2.1	274	267	4.1	4.0	100%
D2.2	260	269	3.9	4.0	97%
Responsiveness					
D3.1	254	270	3.8	4.0	94%
D3.2	259	270	3.9	4.0	96%
Assurance					
D4.1	263	294	4.0	4.4	90%
D4.2	263	277	4.0	4.1	95%
Emphaty					
D5.1	268	273	4.0	4.1	98%
D5.2	255	264	3.8	4.0	97%

In table 3, the results of the IPA calculation can be seen that the level of satisfaction of psychological service providers has met the level of consumer satisfaction with a percentage range of 81% - 100%. There is a reliability attribute that has the largest level of conformity, namely 100% and the smallest level of conformity is 88% at the tangible attribute. Furthermore, to see the mapping of customer satisfaction attributes, attribute grouping is carried out using four quadrants which can be seen in Figure 2 of the IPA cartesian diagram below.
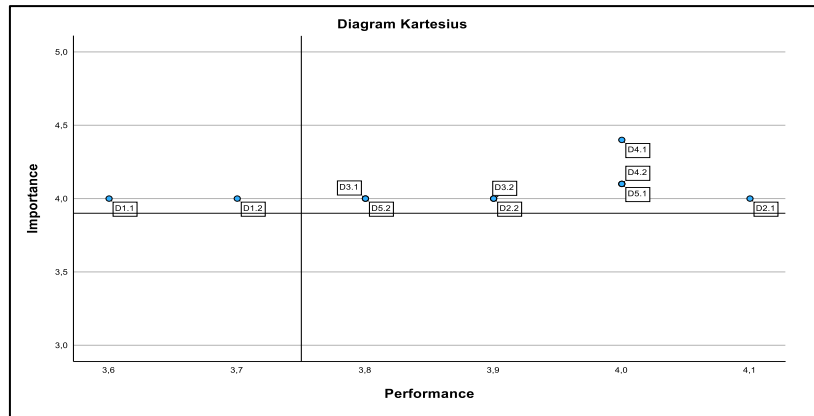
Fig 3. Cartesian Diagram of Importance-Performance Analysis

In Figure 2 it can be seen that the mapping of attributes in quadrant I (top priority category) there are tangible attributes (D1.1 and D1.2) and 8 other attributes contained in quadrant II (category maintain achievement). This means that services that need to be improved by service providers are tangible attributes which include facilities, experts, appearance and real evidence of services in a form that can be seen directly. The attributes of reliability, responsiveness, assurance, and empathy are in the category of maintaining achievement, which means that these attributes already have importance and good quality and need to be maintained.

3.2 Discussions

Based on the calculation of the customer satisfaction index (CSI) in this study, it is found that the CSI value is in the very satisfied categorization, which means that participants as users of online counseling services at psychological service providers feel very satisfied with the services provided by the provider. Customer satisfaction is an important part for an organization to be able to set strategies in improving the products or services provided [16], [17], [18]. The results of quantitative data analysis show that users of online counseling services are generally very satisfied with the services provided. Empathy and responsiveness owned by psychological service providers are the main dimensions that make consumers feel very satisfied and followed by assurance and reliability provided also make consumers feel very satisfied with the counseling services they follow. Similar findings in online store research found that empathy is also a major determinant of customer satisfaction [19].

Empathy and responsiveness owned by service providers make consumers feel very satisfied. Based on qualitative data, the ability of counselors or experts to show empathy and provide appropriate responses so that consumers feel well listened to. Forms of empathy towards consumers such as listening to their complaints and responding in two-way communication can make consumers feel satisfied [16]. Consumers also feel satisfied when there is adequate responsiveness from the marketplace that conducts online transactions [20]

Consumer satisfaction with online counseling services in this study is also dominated by assurance and reliability provided by psychological service providers. Assurance as a form of consumer security in terms of service is in line with the needs of online psychological service

users who need security for personal data and information shared during counseling sessions. Assurance such as facilities that ensure the protection of consumer account information [21]. Qualitative results found related to the reliability of psychological service providers in the responsibility of providing services according to the agreement and running according to the agreed schedule. Realibility is an important key to running a service [19], so that the satisfaction of users of online counseling services at psychological service providers is satisfied with the implementation of these counseling sessions.

Based on the findings of this study, psychological service providers can maintain reliability, responsiveness, assurance, and empathy in improving the quality of online counseling services and improve tangibility in terms of services so that the level of customer satisfaction can be maintained at a very satisfied categorization.

4. Conclusion

The findings of this study indicate that consumer satisfaction in this case users of online counseling services at psychological service providers are in the very satisfied categorization. The dimensions of reliability, responsiveness, assurance, and empathy are attributes that need to be maintained by psychological service providers because they are in the very satisfied categorization. Providers need to improve tangible attributes which are currently in the satisfied categorization. Users of psychological services feel very helpful and can achieve counseling goals even though the implementation is online. Users feel safe when telling stories because there is a guarantee of confidentiality of data or information that is private. Users also acknowledge that the skills of the available counselors or experts are competent so that users feel the benefits of the counseling sessions they participate in.

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