

## ABSTRAK

Christabella Monica (01616200015)

### **PENGARUH *E-SERVICE QUALITY* HALODOC PADA KEPUASAN, KEPERCAYAAN, DAN RETENSI PELANGGAN DI JABODETABEK PADA ERA PANDEMI COVID-19**

(xviii + 89 halaman; 10 gambar; 11 tabel; lampiran)

Penelitian ini dilakukan untuk menilai adanya korelasi antara *e-service quality*, kepuasan pelanggan, kepercayaan pelanggan, dan retensi pelanggan pada aplikasi *mobile health* Halodoc di daerah Jabodetabek khususnya pada masa pandemi COVID-19. Penelitian ini dilakukan kepada 89 responden yang telah mengisi kuesioner daring, dan data diolah menggunakan Teknik PLS-SEM dengan aplikasi *SmartPLS*. Dilakukan pendekatan secara kuantitatif dengan teknik *non probability sampling*. Metode pengumpulan data dengan kuesioner menggunakan skala *Likert*. Dari hasil penelitian didapatkan bahwa *e-service quality* tidak berpengaruh positif terhadap retensi pelanggan, tetapi *e-service quality* berpengaruh terhadap kepuasan dan kepercayaan pelanggan, dan kepuasan dan kepercayaan pelanggan berpengaruh terhadap retensi pelanggan.

Kata kunci : *e-service quality*, kepuasan pelanggan, kepercayaan pelanggan, retensi pelanggan.

## **ABSTRACT**

Christabella Monica (01616200015)

### **THE INFLUENCE OF HALODOC MOBILE HEALTH E-SERVICE QUALITY TO CUSTOMER SATISFACTION, CUSTOMER TRUST AND CUSTOMER RETENTION IN JABODETABEK DURING THE COVID-19 PANDEMIC**

(xviii + 89 halaman; 10 gambar; 11 tabel; lampiran)

The purpose of this study is to look at the correlation between e-service quality, customer satisfaction, customer trust, and customer retention in the using of mobile health application Halodoc in Jabodetabek especially during this pandemic COVID-19 era. This study relate on 89 respondents using online questionnaire and processed with PLs-SEM technique with SmartPLS application. This study uses a quantitative approach using non probability sampling technique. Data collected with questionnaire with Likert scale. The result is e-service quality is not affected to customer retention, but e-service quality is positively affected to customer satisfaction and customer trust, and customer satisfaction and trust is positively related to customer retention.

Keywords : e-service quality, customer satisfaction, customer trust, customer retention.