

ABSTRAK

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ANALISIS FAKTOR-FAKTOR ANTESEDEN *E-TRUST*, *E-SATISFACTION* *E-LOYALTY* PADA PENGGUNA APLIKASI HALODOC DI INDONESIA

Penelitian ini bertujuan untuk menganalisis: pengaruh faktor-faktor yang mempengaruhi *e-loyalty* dengan *e-trust* dan *e-satisfaction* sebagai variabel mediasi pada pengguna aplikasi Halodoc. Pengumpulan data dilakukan menggunakan kuesioner. Target populasi penelitian ialah individu dengan usia > 17 tahun, yang pernah melakukan telekonsultasi online di Halodoc minimal 2 kali dan bersedia menjadi responden. Penentuan jumlah sampel ditentukan sebesar 280 sampel. Teknik pengambilan sampel menggunakan purposive sampling. Data diolah menggunakan *Partial Least Square-Structural Equation modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa faktor-faktor *Technology Acceptance Model* seperti *user interface quality*, *perceived security risk*, *perceived privacy* berpengaruh positif terhadap *e-trust* dan *information quality*, *perceived security risk*, *perceived privacy* dan *e-commerce awareness* berpengaruh positif terhadap *e-satisfaction*, dalam penelitian ini didapatkan bahwa *information quality* dan *e-commerce awareness* tidak berpengaruh positif terhadap *e-trust* dan *user interface quality* tidak berpengaruh positif terhadap *e-satisfaction*. Terakhir, *e-trust* berpengaruh positif terhadap *e-loyalty* dan *e-satisfaction* berpengaruh positif terhadap *e-loyalty* pada pengguna aplikasi Halodoc di Indonesia. Implikasi manajerial berdasarkan hasil analisis data, Halodoc harus tetap mempertahankan desain visual aplikasi, tampilan informasi yang menarik, kualitas fitur-fitur yang terdapat dalam aplikasi, memperbarui dan memberikan informasi yang *up-to-date* seputar kesehatan, tetap memelihara keamanan data pribadi pasien dan juga menyediakan layanan 24jam customer service, meningkatkan awareness dengan meningkatkan promosi layanan, memberikan webinar awam atau *health talk*, memberikan kompensasi kepada customer apabila terdapat masalah seputar layanan yang diberikan Halodoc.

Kata kunci: *user interface quality*, *information quality*, *perceived security risk*, *perceived privacy*, *e-commerce awareness*, *e-trust*, *e-satisfaction* dan *e-loyalty*

ABSTRACT

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ANALYSIS ANTECEDENT FACTORS THAT INFLUENCE E-TRUST, E-SATISFACTION AND E-LOYALTY ON HALODOC APPLICATION USERS IN INDONESIA

This study aims to analyze: the influence of factors that affect e-loyalty with e-trust and e-satisfaction as mediating variables on Halodoc application users. Data collection was carried out using a questionnaire. The target population of the study is individuals aged > 17 years, who have done online teleconsultation at Halodoc at least 2 times and are willing to be respondents. Determination of the number of samples is determined by 280 samples. The sampling technique used was purposive sampling. The data was processed using Partial Least Square-Structural Equation modeling (PLS-SEM). The results show that the Technology Acceptance Model factors such as user interface quality, perceived security risk, and perceived privacy have a positive effect on e-trust and information quality, perceived security risk, perceived privacy, and e-commerce awareness have a positive effect on e-satisfaction, in This study found that information quality and e-commerce awareness do not have a positive effect on e-trust and user interface quality does not have a positive effect on e-satisfaction. Finally, e-trust has a positive effect on e-loyalty and e-satisfaction has a positive effect on e-loyalty for Halodoc application users in Indonesia. Managerial implications based on the results of data analysis, Halodoc must maintain the visual design of the application, display attractive information, the quality of the features contained in the application, update and provide up-to-date health information, maintain the security of patient's data and also providing 24-hour customer service, increasing awareness by increasing service promotions, providing public webinars or health talks, providing compensation to customers if there are problems regarding the services provided by Halodoc.

Keywords: *Perceived Security Risk, Perceived Privacy, E-Commerce Awareness, E-Trust, E-Satisfaction, E-Loyalty*