

CDUVT CM'

TwnkcpkVj cpf tc'*383; 4322; 8+''

**RGPI CTWJ " G/UGTXKEG" S WCNW/ " FCP" DTCPF" KOCI G" VGTJ CF CR"
EWUVQO GT"UCVUHCEVQOP "F CP"EWUVQO GT"NQI CNV/ "RCF C" CRNKMCUK'
MGUGJ CVCP'DGTDCUK'FH K/CN'J CNQF QE'F KLCDQF GVCDDGM'**

*zkk 328"j cmo p=8"i co dcl=49"cdgn=8"ico r kcp+

Rcpf go k' EQXK/3; " o go kknk' r gpi ctwj " {cpi " ncu" vgtwco c" fcrco " dlf cpi " vnpqny k'f cp'ngugj cvcp0Rgpgkklcp"lpk'dgtwlvcp"wpwn'o gpi vlk'f cp'o gpi gvcj wkr' gpi ctwj " *e-service quality* dgugtvc"flo gpuk{c"web usability, information quality, responsiveness, reliability, assurance dan personalization, brand image fcp"e-trust vgtj cf cr"customer satisfaction fcp"customer loyalty r cf c" r gpi i wpc"cr rkncuk' ngugj cvcp" f ki kcn' J cnqf qe0 Rqr wncuk' {cpi " f ki wpcncp" fcrco " r gpgkklcp" lpk' cf crj " qtcpi/qtcpi " {cpi " r gtpej o gpi i wpcncp"cr rkncuk'J cnqf qe" f cp'dgtcf c" f k'ldqf gvcddn0Vgnpln' {cpi " f ki wpcncp"cf crj purposive sampling0F cv'r gpgkklcp"lpk'f kr gtqngj "f gpi cp'o gpf kntkdwnknp"nvglkpgt'r cf c 3: 6'tgur qpf gp."icnw'f kncj "o gpi i wpcncp"Rctvcr'Ngcu'Us wctg"RNU+0

J cuki' r gpgkklcp" lwi c" o gpwplwncp" Reliability, Responsiveness, Assurance fcp" Personalization fctk' flo gpuk' E-Service Quality o go r gpi ctwj k' E-Service Quality0 Ugf cpi ncp." Information Quality wfcni' o go r gpi ctwj k' E-Service Quality. E-Service Quality, Brand Image fcp" E-Trust o go r gpi ctwj k' Customer Satisfaction. E- Service Quality wfcni' o go r gpi ctwj k' Customer Loyalty0 Vgtcnj k." Brand Image fcp" Customer Satisfaction o go r gpi ctwj k' Customer Loyalty0

Fctk' r gtur gmkh' o cplgo gp." r gpgkklcp" lpk' o gp{ctcpncp" dgdgter c" tgpecpc" vlpfcncp" {cpi " fcr cv' fkgter ncp" qngj " r gp{gf lc" vrgo gf lklpg" wpwn' o gplpi ncncp" Customer Satisfaction fcp" Customer Loyalty0 J cnqf qe" j ctwu" o go r gtj cvkncp" kphqto cuk' {cpi " fkdgtkncp" o gpi gpck' ngugj cvcp." o go dgtkncp" kphqto cuk' {cpi " fkdgtkncp" cmwcv' fcp" up-to- date ci ct' fcr cv' o gplpi ncncp" e-service quality. J cnqf qe" lwi c" f kuctcpncp" wpwn' vgtwu' o go r gtvcj cpncp" fcp" o gpi go depi ncp" wco r kcp." ngco cpcp" fcp" nc{cpcp" {cpi " vgtugf lc" r cf c" cr rkncuk'0 Ugrckp" kw' J cnqf qe" r gtnw' vgtwu' o gplpi ncncp" brand image f gpi cp' o grncwncp" cy ctgpguu' o grncwkdgtdei ck' activation ugr gtvk' nqrddqtcuk' f gpi cp" dtcpf "ngugj cvcp" ncpp{c" {cpi " fcr cv' o gplpi ncncp" Customer Satisfaction fcp" Customer Loyalty.

Mg{y qtf u' E-Service Quality, Brand Image, E-Trust Customer Satisfaction, Customer Loyalty, Halodoc, Digital Health

ABSTRACT

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EFFECT OF E-SERVICE QUALITY AND BRAND IMAGE TO CUSTOMER SATISFACTION TO CUSTOMER LOYALTY ON DIGITAL HEALTH APPLICATION HALODOC IN JABODETABEK

(xii+106 pages; 6 figures; 27 tables; 6 attachments)

The COVID-19 pandemic has had a broad impact, especially in the fields of technology and health. This study aims to examine and determine the effect of e-service quality and its dimensions web usability, information quality, responsiveness, reliability, assurance and personalization, brand image and e-trust on customer satisfaction and customer loyalty in users of the Halodoc digital health application. The population used in this study are people who have used the Halodoc application and are in Jabodetabek. The technique used is purposive sampling. The research data was obtained by distributing questionnaires to 184 respondents, then processed using Partial Least Square (PLS).

The results of the study also show that the Reliability, Responsiveness, Assurance and Personalization dimensions of E-Service Quality affect E-Service Quality. Meanwhile, Information Quality does not affect E-Service Quality. E-Service Quality, Brand Image and E-Trust affect Customer Satisfaction. E-Service Quality does not affect Customer Loyalty. Finally, Brand Image and Customer Satisfaction affect Customer Loyalty.

From a management perspective, this study suggests several action plans that can be implemented by telemedicine providers to increase customer satisfaction and customer loyalty. Halodoc must pay attention to the information provided regarding health, provide accurate and up-to-date information in order to improve e-service quality. Halodoc is also advised to continue to maintain and develop the appearance, security and services available on the application. In addition, Halodoc needs to continue to improve its brand image by conducting awareness through various activations such as collaboration with other health brands that can increase customer satisfaction and customer loyalty.

Keywords: *E-Service Quality, Brand Image, E-Trust, Customer Satisfaction, Customer Loyalty, Halodoc, Digital Health*