

ABSTRAK

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ANTESEDEN DARI *ONLINE MEDICAL CONSULTATION SERVICES* SERTA DAMPAKNYA PADA *SATISFACTION, CONTINUOUS USAGE INTENTION* DAN *INTENTION TO RECOMMEND* (STUDI PADA PENGGUNA APLIKASI ALODOKTER).

Penelitian ini dilakukan atas dasar ketidaksesuaian antara pernyataan dengan capaian peringkat aplikasi Alodokter berdasarkan beberapa survey di Indonesia. Sehingga dilakukan penelitian dalam upaya untuk meningkatkan *satisfaction* terhadap aplikasi Alodokter, Beberapa teori memaparkan peningkatan *satisfaction* menyebabkan terjadinya peningkatan *continuous usage intention* dan *intention to recommend*. *Satisfaction* berhubungan dengan *price value, social influence, confirmation, perceived of usefulness* dan *perceived of easy of use*. Model penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Sampel yang digunakan dalam penelitian ini adalah pengguna aplikasi Alodokter yang berjumlah 279 responden. Data penelitian diperoleh dari hasil pengisian kuesioner dan dianalisis dengan menggunakan teknik analisis SEM dengan bantuan program SEM PLS. Hasil penelitian ini menunjukkan bahwa *price value, social influence, perceived of usefulness* dan *perceived of easy of use* mempunyai pengaruh positif terhadap *satisfaction*. Sedangkan *confirmation* tidak mempunyai pengaruh positif terhadap *satisfaction*. *Satisfaction* berpengaruh positif terhadap *Continuous Usage Intention* dan *Satisfaction* berpengaruh positif terhadap *Intention to Recommend*.

Kata kunci : *price value, social influence, confirmation, perceived usefulness, perceived ease of use, satisfaction, continuous usage intention* dan *intention recommend*

ABSTRACT

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Antecedents of Online Medical Consultation Services and Their Impact on Satisfaction, Continuous Usage Intention, and Intention to Recommend: A Study on Users of the Alodokter Application

This research was conducted based on a discrepancy between statements and the ranking achievements of the Alodokter application based on several surveys in Indonesia. So research was carried out to increase satisfaction with the Alodokter application. Several theories explain that increasing satisfaction causes an increase in continuous usage intention and intention to recommend. Satisfaction is related to price value, social influence, confirmation, perceived usefulness, and perceived ease of use. The research model used in this research is a quantitative approach. The sample used in this research was Alodokter application users, totaling 279 respondents. Research data was obtained by filling out a questionnaire and analyzing it using SEM analysis techniques with the help of the SEM PLS program. This research shows that price value, social influence, perceived usefulness, and perceived ease of use positively influence satisfaction. Meanwhile, confirmation does not have a positive influence on satisfaction. Satisfaction has a positive effect on Continuous Usage Intention and Satisfaction has a positive effect on Intention to Recommend.

Keywords: price value, social influence, confirmation, perceived usefulness, perceived ease of use, satisfaction, continuous usage intention and recommended intention