

ABSTRACT

The development of information and communication technology is currently growing rapidly and improving, it is undeniable that the development of information technology has now expanded to all areas of human life. The impact of the digitalization era is also felt in the health sector in Indonesia, especially during the Covid-19 pandemic which has increased requests for consultations through technology. This is a good opportunity for health platforms in Indonesia, but on the other hand, it will increase the competitiveness of the health platform itself, companies must continue to strive to provide the best service. Halodoc is one of the most widely used health platforms in Indonesia.

This study aims to determine and measure how much influence the quality of e-service has on customer satisfaction and loyalty on the Halodoc application in Indonesia.

The method used in this study is quantitative with the aim of causal research, using empirical data taken through survey results to 391 samples of Halodoc users. In the implementation of this research is included in the cross sectional research. Based on the research analysis technique using the Partial Least Structural Equation Model (PLS-SEM) research model.

Based on the results of the study, it shows that e-service quality has a significant effect on customer satisfaction and customer loyalty on the Halodoc application, and customer satisfaction mediates the effect of e-service quality on customer loyalty partially or partially.

Suggestions that can be given to Halodoc companies based on the results of this study are to maintain and improve e-service quality on the Halodoc application by increasing application responsiveness, increasing security by tightening each transaction process, developing the appearance of the application by paying attention to user design, providing information related to services on the internet. notification section, guarantees the security of data security in the Halodoc application.

Keywords: *E-Service Quality, Customer Satisfaction, Customer Loyalty*