

ABSTRACT

The development of technology today has penetrated into various aspects of life. In this digital era, technology and the internet really help people to access all new information and education. The impact of this digitalization era can also be felt in the health sector in Indonesia, which has experienced an increase in demand for consulting services after the Covid-19 pandemic. This is an opportunity for health service platforms in Indonesia. One of the most widely used health platforms in Indonesia is Halodoc. The purpose of this research is to find out how much influence e-service quality and sales promotion have on repurchase intention through customer satisfaction of Halodoc users.

This research uses a quantitative approach, with the number of respondents in this study being 150 people. Analysis using non-probability sampling method with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique uses SEM PLS with the help of SmartPLS 3.2.9 software.

Based on the results of this study, the e-service quality variable does not significantly affect repurchase intention, sales promotion has a significant effect on repurchase intention, customer satisfaction has a significant effect on repurchase intention, e-service quality has a significant effect on customer satisfaction, sales promotion has a significant effect on customer satisfaction, e-service quality has a significant effect on repurchase intention through customer satisfaction, and, sales promotion has a significant effect on repurchase intention through customer satisfaction.

Suggestions that can be given to Halodoc to always improve the quality of service that will be provided to consumers. Consistent in providing attractive sales promotions. By paying attention to these two aspects, it is hoped that Halodoc can continue to fulfill customer satisfaction, so that from this satisfaction consumers will have an interest in making repeat purchases of Halodoc.

Keywords: *E-Service Quality, Sales Promotion, Customer Satisfaction, Repurchase Intention*