

Abstract

Interpersonal communication is an important aspect in the relationship between doctors and patients, including in the context of digital health services such as Halodoc. This article aims to analyze the form of interpersonal communication carried out by doctors to patients through the Halodoc platform, and how this communication affects patient satisfaction. This study uses a qualitative approach with a case study method on several Halodoc service users. The results of the study indicate that effective interpersonal communication involves empathy, responsiveness, and the doctor's ability to simplify complex medical information. Other factors that influence successful communication are ease of technology and clarity of features in the Halodoc application. The conclusion of this study shows that good interpersonal communication can increase patient trust and satisfaction with digital health services.

Keywords: interpersonal communication, doctors, patients, Halodoc, digital health services