

ABSTRACT

Healthcare in Indonesia is undergoing a rapid digital transformation post-pandemic, driven by the high adoption of technology, the internet and the need for more equitable healthcare services. This change has encouraged the growth of various telemedicine platforms, such as Halodoc which is the most widely used telemedicine platform in Indonesia, successfully answering people's needs for digital health services through complete and practical service innovations. The study aims to determine the E-Loyalty Strategy in Digital Health Service Applications among Halodoc Users in Indonesia.

The research method uses a quantitative approach involving 400 respondents, using non-probability sampling using purposive sampling technique. Data analysis using SEM PLS technique with the help of SmartPLS 4 software.

The results of this study indicate that User Experience affects E-Satisfaction. E-Service Quality affects E-Satisfaction. User Experience affects E-Loyalty. E-Service Quality affects E-Loyalty. E-Satisfaction affects E-Loyalty. Furthermore, User Experience affects E-Loyalty through E-Satisfaction, and E-Service Quality affects E-Loyalty through E-Satisfaction. The implication is that Halodoc needs to prioritize improving user experience and service quality to support satisfaction, so as to build user loyalty in a sustainable manner.

Keywords: User Experience, E-Service Quality, E-Satisfaction E-Loyalty.