

## ABSTRACT

*This study aims to determine the effectiveness of how effective therapeutic communication is with customer engagement through the Alodokter application. This study uses independent variables or therapeutic communication, namely listening, open-ended questions, repeating, providing information, and concluding. The dependent variable or customer engagement is enthusiasm, attention, absorption, interaction, and identification. This study using a quantitative approach with a descriptive research type. The population in this study was 100 respondents with a random sampling technique. The data analysis technique used is hypothesis testing, hypothesis testing is done by t-test, t value (5,654) > t table (1.984) so that  $H_0$  is rejected and  $H_1$  is accepted, meaning that the communication variable (X) affects the customer engagement variable (Y). The coefficient of determination (r) is 28.94%, which means that there is communication effectiveness through the Alodokter mobile application on customer engagement, but it is not large, only 28.94%, and the remaining 71.6% is influenced by other variables in the form of customer involvement. The correlation efficiency value is 0.538, which means that therapeutic communication through the Alodokter mobile application has a positive and significant but low relationship to customer engagement.*

***Keyword: Therapeutic Communication, Customer Engagement, Alodokter.***