

ABSTRACT

Alodokter is the first application in a new innovation in online consultation so that it can run effectively. This research is to understand whether there is effectiveness and how much effectiveness there is between therapeutic communication and brand loyalty through the Alodokter application. This study uses independent variables or therapeutic communication, namely listening, open, repetitive, providing information and concluding. Variables that affect or brand loyalty are behavior, switching costs, satisfaction, liking the brand, and commitment. This research uses a quantitative approach with a descriptive type of research. The population in this study were 100 respondents who were found using random sampling techniques. The data analysis technique used was hypothesis, hypothesis testing was carried out by t test, obtained t count value of 8,620 > t table 1,984 then H0 was rejected and H1 was accepted, meaning that the therapeutic communication variable (X) has effectiveness on the brand loyalty variable (Y). The value of the coefficient of determination (r) is 0.657, it can be interpreted that there is the effectiveness of therapeutic communication through the Alodokter mobile application on brand loyalty, but it is not large, only 43.1% and the remaining 56.9% is influenced by other variables that form brand loyalty. The correlation coefficient value is 65.7%, which means that communication through the Alodokter mobile application has a strong and significant relationship to brand loyalty.

Keyword: Alodokter, Brand Loyalty, Therapeutic Communication