

ABSTRACT

Technological developments are currently increasingly rapid and advanced, it cannot be denied that technological developments have now penetrated all areas of human life. The impact of the digital era can also be seen in the development of the health sector in Indonesia, especially during the Covid-19 pandemic which increased demand for consultation services via electronic media. This is a good opportunity for medical platforms in Indonesia, but on the other hand, it will increase the competitiveness of the medical platform itself, companies must continue to strive to provide the best service. Halodoc is one of the medical platforms most widely used by Indonesian people. Therefore, this research aims to find out and measure how much influence service quality and customer satisfaction have on customer loyalty in the Halodoc application in the city of Bandung.

In this research, a quantitative approach is used for descriptive and causal research. The sampling technique in this research was 116 respondents using non-probability sampling technique. Data were analyzed using descriptive analysis and multiple linear regression analysis using IBM SPSS version 26 software.

Based on the results of descriptive analysis, the overall service quality variable was 65.2%, which was quite good. The overall customer satisfaction variable of 69% is included in the correct category. Furthermore, the Customer Loyalty variable of up to 55.8% is quite good. Based on the research results, it shows that service quality and customer satisfaction have a positive effect on customer loyalty in the Halodoc application partially or simultaneously.

Keywords: Marketing, Service Quality, Customer Satisfaction, Customer Loyalty