

## **ABSTRACT**

*Health services are essential for achieving sustainable development goals in a country. When a pandemic occurred in Indonesia from mid-2020 to the end of 2022, the government appealed to minimize physical contact between people. Online health consultation services (telemedicine) are the best option for patients to continue to receive health services from medical professionals. This research aimed to investigate the effect of m-service quality on customer satisfaction and loyalty when accessing online health consultation services (telemedicine) in the Greater Jakarta Area. Data was collected from 230 respondents over a three-month period. The results revealed that m-service quality has a significant impact on customer satisfaction, and customer satisfaction also plays an important role as a variable that mediates the relationship between m-service quality and customer loyalty. Therefore, it can be concluded that when the quality of m-service is considered better, customer satisfaction will increase, and satisfied customers tend to build loyalty to the service providers.*

**Keywords—M-Service Quality, Healthcare Applications, Telemedicine, Online Health Consultation Services, SEM PLS.**