

ABSTRACT

The COVID-19 pandemic in Indonesia was announced in March 2020. Patients who were detected positive for COVID-19 that year reached 425,796 people. So that Indonesia occupies the 21st position, being the country with the highest spread of COVID-19 in the world. The purpose of this study was to identify the effect of Doctor-Patient Communication on Health Literacy, and to find out the effect of Doctor-Patient Communication on Patient Health Behavior Through the Halodoc Application. This research uses quantitative research methods. The scale used in this study is the Likert scale, with a total of 385 respondents selected through non-probability sampling. The analysis technique used in this study is descriptive analysis and analysis (SEM) Structural Equation Modeling. The results showed that the t-statistic (tcount) was 137,910 (tcount 137,910 > ttable 1,966) and a significance (pvalue) of 0,000 <0.05, then Ho was rejected and Ha was accepted. So it can be stated that there is an effect of doctor-patient communication on health literacy through the Halodoc application. And for the results of the next study, the results of the t-statistic (tcount) were 48,737 (tcount 48,737 > ttable 1,966) and a significance (pvalue) of 0,000 <0.05, then Ho was rejected and Ha was accepted. So it can be stated that there is an effect of doctor-patient communication on patient health behavior through the Halodoc application. Based on the results of research on the Effect of Doctor-Patient Communication on Health Literacy and Patient Health Behavior through the Halodoc Application, it can be concluded that there is an effect of doctor-patient communication on health literacy through the Halodoc application, and there is an effect of doctor-patient communication on patient health behavior through the Halodoc application, both results were obtained based on the results of hypothesis testing carried out previously.

Keywords: Digital Communication, Doctor-Patient Communication, Health Literacy, Patient Health Behavior