

ABSTRACT

The advancement of technology has significantly impacted various aspects of life. In this digital era, technology and the internet have become essential tools that enable people to access information and services quickly. Telemedicine services in Indonesia are one of the sectors that have experienced positive impacts from digitalization, especially with the increased use of telemedicine during the COVID-19 pandemic. This creates a significant opportunity for telemedicine service platforms to meet the needs of the community. Halodoc is one of the most widely used telemedicine platforms in Indonesia.

This study aims to examine the influence of consumer satisfaction on consumer loyalty toward Halodoc, with consumer trust as an intervening variable. A quantitative approach was used in this research, involving 120 respondents. The data was analyzed using non-probability sampling with a purposive sampling technique. Data collection was conducted through questionnaires distributed via Google Forms. The data analysis technique employed was SEM PLS, using SmartPLS 4.1.0.9 software.

The results of this study indicate that consumer satisfaction has a significant effect on consumer trust, consumer trust has a significant effect on consumer loyalty, consumer satisfaction has a significant effect on consumer loyalty, and consumer satisfaction significantly affects consumer loyalty mediated by consumer trust.

The findings of this study are expected to provide insights into improving consumer satisfaction, strengthening consumer trust, and fostering sustainable consumer loyalty. Recommendations for Halodoc include continuously enhancing the services provided to consumers, strengthening consumer data security, and maintaining service transparency. By implementing these suggestions, it is hoped that consumer satisfaction, trust, and loyalty toward Halodoc in Indonesia will continue to increase.

Keywords: *consumer satisfaction, consumer trust, consumer loyalty*