

ABSTRAK

Penelitian dilatar belakangi peningkatan pengguna aplikasi Halodoc sebanyak 600 dalam masa pandemi COVID-19. Hal tersebut dikarenakan dalam masa pandemi COVID-19, Halodoc menawarkan kualitas layanan informasi yang beragam dan terbaik. Tujuan penelitian ini adalah mengetahui pengaruh langsung dan tidak langsung dari kualitas layanan informasi terhadap loyalitas pengguna melalui kepuasan pengguna aplikasi Halodoc dalam masa pandemi COVID-19. Populasi penelitian ini adalah seluruh pengguna aktif aplikasi Halodoc di Indonesia dalam masa pandemi COVID-19, sampel ditentukan dengan teknik *purposive sampling*. Metode penelitian ini adalah deskriptif kuantitatif.

Pengujian hipotesis dilakukan dengan menggunakan SEM (*Structural Equation Modeling*) dengan pendekatan berbasis pada PLS (*Partial Least Square*) diolah menggunakan aplikasi *SmartPLS 3.2.9*. Hasil dari penelitian, kualitas layanan informasi berpengaruh langsung dan signifikan terhadap kepuasan pengguna, kepuasan pengguna berpengaruh langsung dan signifikan terhadap loyalitas pengguna, kualitas layanan informasi berpengaruh langsung dan signifikan terhadap loyalitas pengguna, kualitas layanan informasi lebih berpengaruh langsung terhadap loyalitas pengguna dibandingkan dengan melalui kepuasan pengguna.

Kata kunci: Kualitas Layanan Informasi, Kepuasan Pengguna, Loyalitas Pengguna, Halodoc, COVID-19

ABSTRACT

The background of the research was an increase in Halodoc application users by 600 during the COVID-19 pandemic. It happened because during the COVID-19 pandemic, Halodoc offers various and best quality information services. The purpose of this study was to determine the direct and indirect effect of the quality of information services on user loyalty through the satisfaction of users of the Halodoc application during the COVID-19 pandemic. The population of this study were all active users of the Halodoc application in Indonesia during the COVID-19 pandemic, the sample was determined by purposive sampling technique. This research method was descriptive quantitative.

Hypothesis testing was done using SEM (Structural Equation Modeling) with approach based on PLS (Partial Least Square) processed with SmartPLS 3.2.9 application. The results of the study, the quality of information services has a direct and significant effect on user satisfaction, user satisfaction has a direct and significant effect on user loyalty, the quality of information services has a direct and significant effect on user loyalty, the quality of information services has a more direct and direct effect on user loyalty than through user satisfaction.

Keywords: Information Service Quality, User Satisfaction, User Loyalty, Halodoc, COVID-19