

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Customer Experience* dan *E-WOM* terhadap *Repurchase Intention* dengan *E-Satisfaction* sebagai variabel mediasi pada Aplikasi Kesehatan Halodoc. Subjek pada penelitian ini adalah konsumen yang pernah melakukan transaksi pada Aplikasi Kesehatan Halodoc minimal dua kali. Sampel yang digunakan dalam penelitian ini sebanyak 190 responden. Teknik pengumpulan sampel dalam penelitian ini yaitu dengan *non-probability sampling* dengan metode yang digunakan yaitu *purposive sampling*. Dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan instrument penyebaran kuesioner (angket) dengan sumber data primer. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS 3.0. Hasil pada penelitian ini menunjukkan bahwa (1) *Customer Experience* berpengaruh positif dan signifikan terhadap *E-Satisfaction*, (2) *E-WOM* berpengaruh positif dan signifikan terhadap *E-Satisfaction*, (3) *E-Satisfaction* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (4) *Customer Experience* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (5) *E-WOM* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (6) *Customer Experience* berpengaruh positif dan signifikan terhadap *Repurchase Intention* melalui *E-Satisfaction*, dan (7) *E-WOM* berpengaruh positif dan signifikan terhadap *Repurchase Intention* melalui *E-Satisfaction*

Kata Kunci : *Customer Experience*, *E-WOM*, *E-Satisfaction*, *Repurchase Intention*, Halodoc

ABSTRACT

This research aims to analyze the effects of Customer Experience and E-WOM on E-sa with E-Satisfaction as a mediation variable in the Halodoc Health Application. The subjects in this study were consumers who had made transactions on the Halodoc Health Application at least twice. The sample used in this study was 190 respondents. The sample used in this study was 190 respondents. The sample collection technique in this study was non-probability sampling with the method used, namely purposive sampling. By using a quantitative approach. The data collection technique in this study used a questionnaire dissemination instrument (questionnaire) with primary data sources. The data analysis used is statistical analysis in the form of SEM-PLS 3.0. The results in this study indicate that (1) Customer Experience has a positive and significant effect on E-Satisfaction, (2) E-WOM has a positive and significant effect on E-Satisfaction, (3) E-Satisfaction has a positive and significant effect on Repurchase Intention, (4) Customer Experience has a positive and significant effect on Repurchase Intention, (5) E-WOM has a positive and significant effect on Repurchase Intention, (6) Customer Experience has a positive and significant effect on Repurchase Intention through E-Satisfaction, and (7) E-WOM has a positive and significant effect on Repurchase Intention through E-Satisfaction.

Keywords : Customer Experience, E-WOM, E-Satisfaction, Repurchase Intention, Halodoc

U N I V E R S I T A S
M E R C U B U A N A