

ABSTRAK

PENGARUH *E-SERVICE QUALITY*, *E- TRUST* DAN *E-CUSTOMER SATISFACTION* TERHADAP *E- CUSTOMER LOYALTY* PADA PENGGUNA E-FARMASI K24KLIK DI INDONESIA

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Perkembangan pesat teknologi informasi dan aplikasi mobile telah menjadi tren dalam memfasilitasi berbagai kegiatan sehari-hari, termasuk dalam hal layanan kesehatan. Aplikasi e-farmasi K24KLIK merupakan salah satu bentuk kemajuan teknologi kesehatan secara digital. Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* dan *e-trust* terhadap *e-customer satisfaction* serta *e-customer loyalty* pada pengguna e-farmasi K24KLIK di Indonesia. Metode penelitian yang digunakan adalah survei dengan pendekatan kuantitatif, di mana data dikumpulkan melalui kuesioner yang disebarikan kepada konsumen yang pernah melakukan transaksi 2 kali atau lebih dalam kurun waktu 6 bulan di aplikasi K24Klik. Jumlah responden yang dijadikan sampel adalah 300 responden. Data diolah dengan menggunakan teknik analisis SEM-PLS dengan aplikasi Smart PLS versi 4.0. Hasil penelitian menemukan bahwa *e-service quality* (*website appearance*, *ease of use*, *reliability*, *security*, *personalisation*, *fulfilment* dan *responsiveness*) berpengaruh positif dan signifikan terhadap *e-satisfaction*, *e-trust* berpengaruh positif dan signifikan terhadap *e-satisfaction* dan *e-loyalty*, serta *e-satisfaction* berpengaruh positif dan signifikan terhadap *e-loyalty*. Hasil penelitian ini diharapkan dapat memberikan pemahaman tentang pentingnya *e-service quality* dan *e-trust* bagi kepuasan dan loyalitas pelanggan dalam konteks layanan e-farmasi. Hasil penelitian ini juga memberikan implikasi manajerial bagi pengelola e-farmasi untuk meningkatkan strategi pelayanan dan membangun hubungan yang lebih baik dengan pelanggan.

Kata Kunci: *e-service quality*, *E-trust*, *e-satisfaction*, *e-loyalty*, e-farmasi, K24Klik, *website appearance*, *ease of use*, *reliability*, *security*, *personalisation*, *fulfilment* dan *responsiveness*

ABSTRACT

THE EFFECT OF E-SERVICE QUALITY, E-TRUST, AND E-CUSTOMER SATISFACTION ON E-CUSTOMER LOYALTY OF K24KLIK E-PHARMACY USERS IN INDONESIA

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The rapid development of information technology and mobile applications has become a trend in facilitating various daily activities, including healthcare services. The K24KLIK e-pharmacy application is one form of digital health technology advancement. This study aims to determine the effect of e-service quality and e-trust on e-customer satisfaction and e-customer loyalty among K24KLIK e-pharmacy users in Indonesia. The research method used is a survey with a quantitative approach, where data is collected through questionnaires distributed to consumers who have made transactions twice or more within a period of 6 months on the K24Klik application. The number of respondents used as a sample is 300 respondents. Data are processed using SEM-PLS analysis techniques with the Smart PLS application version 4.0. The results of the study found that e-service quality (website appearance, ease of use, reliability, security, personalization, fulfillment, and responsiveness) has a positive and significant effect on e-satisfaction, e-trust has a positive and significant effect on e-satisfaction and e-loyalty, and e-satisfaction has a positive and significant effect on e-loyalty. The results of this study are expected to provide an understanding of the importance of e-service quality and e-trust for customer satisfaction and loyalty in the context of e-pharmacy services. The results of this study also provide managerial implications for e-pharmacy managers to improve service strategies and build better relationships with customers.

Keywords: *e-service quality, E-trust, e-satisfaction, e-loyalty, e-pharmacy, K24Klik, website appearance, ease of use, reliability, security, personalisation, fulfilment and responsiveness.*