

ABSTRACT

This study was conducted to analyze the factors that influence the repurchase intention of Halodoc telemedicine platform users, with customer satisfaction as an intervening variable. The decrease in Halodoc user traffic by 6.70% at the end of 2024 indicates a problem with interest in reusing the application. This study aims to determine the effect of trust, e-service quality, and price perceptions on repurchase intention mediated by customer satisfaction.

Research data were obtained from 153 respondents who are users of the Halodoc telemedicine platform in Semarang City through a questionnaire consisting of closed questions on a scale of 1-10 and then distributed online. The research analysis was carried out using the Structural Equation Model (SEM) method using AMOS 24 software.

The results of this study indicate that trust, e-service quality, and price perception have a positive and significant effect on customer satisfaction, then, customer satisfaction has a positive and significant effect on repurchase intention.

Keywords: *trust, e-service quality, price perception, customer satisfaction, repurchase intention*