

ABSTRACT

Health became crucial issue for everyone. The level of uneven public health, public behavior who are still reluctant to go to the doctor / clinic / hospital due to limited costs, hate waiting in line, and the distance that must be traveled are the reasons for writing this research. The efforts and facilities that are still not maximal encourage service providers to find solutions in overcoming health problems in Indonesia. An era in which information technology advances rapidly, including in the health sector, is seen by service providers as a tool that can be used to meet public health needs. The use of technology in health services (M-health) is expected to help reduce problems, given the ease with which it can be accessed anytime and anywhere.

The study was conducted by distributing questionnaires to 100 Alodokter users, both men and women. The data collection method was carried out through questionnaires and the sampling method in this study was non-probability sampling with a purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM).

The result of the research through SEM analysis shows that perceived usefulness, quality of customer experience, and customer trust have an effect on customer satisfaction. With the quality of customer experience which is stated as the variable that most influences customer satisfaction. Other findings show that customer satisfaction has a positive and significant effect on continuance intention.

Keywords : Costumer behavior, theory acceptance model, perceived usefulness, customer experience quality, customer trust, customer satisfaction, continuance intention.