

## ABSTRACT

### ***The Effect of Service Quality and Promotion On Loyalty With Satisfaction As Mediation On Halodoc Application Users.***

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*This study aims to examine the effect of service quality and promotion directly on customer satisfaction and loyalty. This study also examines the indirect effect of service quality and promotion on customer loyalty through customer satisfaction. The study was conducted on 175 Halodoc customers who were taken by random sampling technique and given an online questionnaire via google form with a Likert scale to measure responses to research variables. After testing the validity and reliability, as well as testing the prerequisites, a path analysis test was carried out directly using SmartPLS. The results showed that there was a significant direct effect between service quality and promotion on customer loyalty. Service quality also has a positive and significant indirect effect on customer loyalty. Promotion and service quality have a positive and significant influence on customer loyalty through customer satisfaction.*

**Keywords** : quality, service, promotion, satisfaction, loyalty

**Libraries** : 30

**Publication Years** : 2002-2020