

## ABSTRAK

Pandemi covid-19 membatasi ruang gerak masyarakat dan meningkatkan penggunaan *telemedicine* di aplikasi konsultasi dokter secara *online* melalui aplikasi Halodoc dari berbagai generasi. Perbedaan rentang usia antar generasi mempengaruhi respon terhadap penggunaan teknologi khususnya di bidang *telemedicine*. Generasi X mengalami masa di awal perkembangan teknologi, sedangkan generasi Y mengalami pesatnya perkembangan teknologi digital. Penelitian ini untuk melihat tingkat kepuasan pelanggan Halodoc dari generasi X dan generasi Y. Hipotesis dalam penelitian ini yaitu terdapat perbedaan tingkat kepuasan pelanggan jasa konsultasi dokter secara *online* melalui aplikasi Halodoc. Subjek penelitian ini berjumlah 200 pelanggan yang pernah menggunakan aplikasi Halodoc, berada di usia 29-42 tahun (100 subjek) dan 43-58 tahun (100 subjek). Pengumpulan data menggunakan metode skala kepuasan pelanggan dan metode analisis data menggunakan *independent sample t-test* untuk menguji tingkat perbedaan kepuasan pelanggan antar generasi. Berdasarkan hasil penelitian diperoleh hasil  $p < 0,001$  ( $p < 0,05$ ) dengan perbedaan *mean difference* 19,4 sehingga hasil penelitian ini adalah terdapat perbedaan kepuasan pelanggan pengguna jasa konsultasi dokter melalui aplikasi Halodoc antara generasi X dan generasi Y.

Kata Kunci : Generasi X, Generasi Y, Kepuasan Pelanggan

## **ABSTRACT**

*The covid-19 pandemic has limited people's space for movement and increased the use of telemedicine in online doctor consultation applications through the Halodoc application from various generations. Age range differences between generations affect responses to the use of technology, especially in the field of telemedicine. Generation X experienced a period at the beginning of technological development, while generation Y experienced the rapid development of digital technology. This study is to see the level of customer satisfaction of Halodoc from generation X and generation Y. The hypothesis in this study is that there are differences in customer satisfaction levels of online doctor consultation services through the Halodoc application. The subjects of this study amounted to 200 customers who had used the Halodoc application, aged 29-42 years (100 subjects) and 43-58 years (100 subjects). Data collection using customer satisfaction scale method and data analysis method using independent sample t-test to test the level of difference in customer satisfaction between generations. Based on the results of the study, the results of  $p < .001$  ( $p < 0.05$ ) were obtained with a difference in mean difference 19.4 so that the results of this study were differences in customer satisfaction of users of doctor consulting services through the Halodoc application between generation X and generation Y.*

*Keywords: Generation X, Generation Y, Customer Satisfaction*