

**PENGARUH *PERCEIVED PLATFORM QUALITY* DAN
PERCEIVED INTERACTION QUALITY TERHADAP
CONTINUANCE INTENTION MELALUI *CUSTOMER
DELIGHT* PADA PENGGUNA APLIKASI
TELEMEDICINE DI INDONESIA**

SKRIPSI

Diajukan untuk Memperoleh Gelar Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis



Oleh
Nina Nuraini
NIM. 2108163

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

PENGARUH *PERCEIVED PLATFORM QUALITY* DAN *PERCEIVED INTERACTION QUALITY* TERHADAP *CONTINUANCE INTENTION* MELALUI *CUSTOMER DELIGHT* PADA PENGGUNA APLIKASI *TELEMEDICINE* DI INDONESIA

Oleh
Nina Nuraini
NIM. 2108163

Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan Fakultas Pendidikan Ekonomi dan Bisnis

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**PENGARUH *PERCEIVED PLATFORM QUALITY* DAN *PERCEIVED INTERACTION QUALITY* TERHADAP *CONTINUANCE INTENTION* MELALUI *CUSTOMER DELIGHT*
(Survei pada Pengguna Aplikasi *Telemedicine* di Indonesia)**

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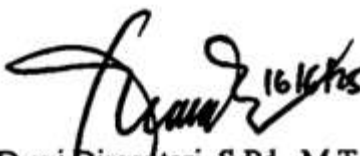
Pembimbing I


Prof. Dr. Hi. Rafih Hurrivati, M.P.
NIP. 196802251993012001

Pembimbing II


Dr. Lisnawati, S.Pd., M.M.
NIP. 198501122010122005

Mengetahui,
Ketua Program Studi Pendidikan Bisnis


Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada Pada Penulis


Nina Nuraini
NIM. 2108163

SURAT KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh *Perceived Platform Quality* dan *Perceived Interaction Quality* Terhadap *Continuance Intention* Melalui *Customer Delight* (Survei pada Pengguna Aplikasi *Telemedicine* di Indonesia)**" beserta seluruh isi di dalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara *original* dan otentik.

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Bandung, Juni 2025
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Nina Nuraini
NIM. 2108163

ABSTRAK

Nina Nuraini (2108163) "**Pengaruh *Perceived Platform Quality* dan *Perceived Interaction Quality* Terhadap *Continuance Intention* Melalui *Customer Delight* Pada Pengguna Aplikasi *Telemedicine* di Indonesia**" dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *perceived platform quality* dan *perceived interaction quality* terhadap *continuance intention* melalui *customer delight* pada pengguna aplikasi *telemedicine* di Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 1.932.000 dengan sampel berjumlah 349 responden yang merupakan *followers* Instagram Halodoc dan Alodokter dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *perceived platform quality*, *perceived interaction quality*, *continuance intention*, dan *customer delight* berada di kategori tinggi. *perceived platform quality* dan *perceived interaction quality* memiliki pengaruh positif dan signifikan terhadap *continuance intention* melalui *customer delight*. Temuan ini menunjukkan bahwa *perceived platform quality* dan *perceived interaction quality* dapat menciptakan *customer delight* yang pada akhirnya membentuk *continuance intention* pada pengguna aplikasi *telemedicine* di Indonesia. Hasil penelitian ini diharapkan dapat memberikan wawasan lebih mendalam pada bidang pemasaran mengenai pentingnya penerapan *perceived platform quality* dan *perceived interaction quality* untuk menciptakan *customer delight* yang positif sehingga dapat meningkatkan *continuance intention*.

Kata Kunci: *Perceived Platform Quality, Perceived Interaction Quality, Continuance Intention, Customer Delight.*

ABSTRACT

Nina Nuraini (2108163) ***“The Influence of Perceived Platform Quality and Perceived Interaction Quality on Continuance Intention Through Customer Delight on Users of Telemedicine Apps in Indonesia” under the guidance of*** under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Lisnawati, S.Pd., M.M.

This study aims to obtain an overview and influence of perceived platform quality and perceived interaction quality on continuance intention through customer delight in telemedicine application users in Indonesia. The type of research used is descriptive and verification. With a quantitative approach, the population in this study amounted to 1.932.000 with a sample of 349 respondents who were Instagram followers of Halodoc and Alodokter using simple random sampling technique. The data is processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of perceived platform quality, perceived interaction quality, continuance intention, and customer delight is in the high category. Perceived platform quality and perceived interaction quality has a positive and significant influence on continuance intention through customer. These findings indicate that perceived platform quality and perceived interaction quality can create customer delight which in turn forms continuance intention in telemedicine application users in Indonesia. The results of this study are expected to provide deeper insights into the marketing field regarding the importance of implementing perceived platform quality and perceived interaction quality to create positive customer delight so as to increase continuance intention.

Keywords: Perceived Platform Quality, Perceived Interaction Quality, Continuance Intention, Customer Delight.

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