

**The Influence of Customer's Satisfaction, Trust and Customer's Loyalty
Towards Repurchase Decision of Halodoc Application User In Padang**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economic



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"The Influence of Customer's Satisfaction, Trust, and Customer's Loyalty Towards Repurchase Decision of Halodoc Application User In Padang"

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ABSTRACT

This study aims to determine The Influence of Customer's Satisfaction, Trust, and Customer's Loyalty Towards Repurchase Decision of Halodoc Application User in Padang. The data were obtained through a questionnaire from google form, and samples were taken from 200 halodoc application user in Padang. Data were analyzed using SmartPLS. The results showed that customer's satisfaction has a positive and significant effect on repurchase intention of consumers in Padang City in accessing Halodoc services. Trust has a positive and significant effect on consumer repurchase decision in Padang City in using Halodoc services. Customer loyalty has a positive and significant effect on repurchase decision of the people in Padang City to return access Halodoc services.

Keywords : Customer's Satisfaction, Trust, Customer's Loyalty and Repurchase Decision.

This thesis already examined and passed on December, 24 2021. This abstract already approved by supervisor and examiners:

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