

ABSTRACT

Telemedicine is one of the health services that utilizes information and communication technology, which provides various facilities for patients to be able to consult with health workers without having to face to face. One of the initiators of telemedicine in Indonesia is the HaloDoc website or application from PT. Media Dokter Investama which is under the auspices of PT. Mensa Helth Tech. HaloDoc co-branded its trademark in 2017, while the co-branding feature was the “buy medicine” feature. Co-branding is a form of brand strategy carried out in the hope of boosting product sales or product or company brand image. This co-branding allows the HaloDoc brand to increase its positive image in the eyes of the public. Meanwhile, telemedicine users in Indonesia have increased sharply, reaching 300 thousand users. Therefore, this study aims to determine and test how much influence co-branding HaloDoc-GoJek has on the HaloDoc brand image. Where in this study, co-branding is an independent variable and brand image is the dependent variable. This research uses quantitative methods with the type of expalative and positivism paradigm. The sampling technique used in this study was non-probability sampling with a purposive sampling type of 200 respondents using the buy medicine feature. This study has a simple linear regression model $Y = Y = 0.812 + 0.762X$. The correlation analysis results obtained were 0.721. This study proves that H_0 is rejected and H_1 is accepted, because the value of $T_{count} > T_{table}$ ($14.433 > 4.798$), which means that there is an influence from the co-branding variable on the brand image variable. The resulting effect is 51% while the remaining 49% is influenced by other factors not examined in this study.

Keywords: telemedicine, co-branding, brand image