

**THE INFLUENCE OF DIGITAL MARKETING AND SERVICE QUALITY
ON CUSTOMER SATISFACTION OF INDIHOME
AT PT TELKOM INDONESIA IN KOTA BONDOWOSO DISTRICT**

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ABSTRACT

To increase customer satisfaction amidst increasingly fierce competition, telecommunications service businesses are driven by the development of digital technology to improve their digital marketing tactics and service quality. Customer reactions after comparing their expectations with perceived service performance are known as customer satisfaction (Kotler & Keller, 2022). As an internet provider of PT Telkom Indonesia, IndiHome must maintain customer satisfaction by offering high-quality services and a successful digital marketing plan. The purpose of this study is to examine how service quality (X2) and digital marketing (X1) affect IndiHome customer satisfaction (Y) in Bondowoso Regency. Fifty IndiHome customers were given a questionnaire as part of the quantitative research procedure. Using SPSS, the data analysis method used multiple linear regression analysis, which includes validity, reliability, classical assumptions, coefficient of determination, F, and t-test. The coefficient of determination test produced an adjusted R Square value of 0.857, indicating that digital marketing and service quality factors contribute 85.7% to customer satisfaction, with the remaining 14.3% influenced by variables not included in the study. Customer satisfaction is significantly influenced by digital marketing and service quality simultaneously, according to the F test findings, which show a calculated F value of $148.129 > F_{table} 3.20$ with a significance of $0.001 < 0.05$. According to the t test findings, Digital marketing (X1) has a calculated t value of $5.499 > t_{table} 2.011$ with a significance of $0.001 < 0.05$, and Service Quality (X2) has a higher t value.

Keywords: Digital marketing, Service Quality, Customer Satisfaction, Multiple Linear Regression, IndiHome