

ABSTRACT

In the current Digital era, marketing is very important for the growth of a business or company. Many companies cannot be sustainable because there are no product, service and marketing innovations that are carried out to increase the number of customers and retain existing customers. Currently the world of telecommunications is very competitive in the provision of internet services to customers, as is the case of the city of Situbondo, many internet providers have emerged such as Indihome, Biznet, Iconnet as well as official and unofficial local ISPs. . Indihome must always improve the quality of its services and products and must be able to target all economic classes, both upper, middle and lower class because the growth of the Internet will always increase even in rural areas.

Telkom Indonesia is a company dedicated to the telecommunications sector that has one of its products, Indihome. Indihome is a package of communication and data services such as residential telephony (voice), Internet (Fiber Internet or High Speed Internet), and interactive television services (UseTV Cable, IPTV). Indihome services are currently very focused on customer experience to increase customer satisfaction with Indihome services, so to increase customer Satsifaction and loyalty, Indihome always inserts Customer Satisfaction points which will increase customer loyalty.

The purpose of this study was to analyze the satisfaction and loyalty of Indihome customers with the e-service quality, trust and prices provided to increase the loyalty of Indihome customers.

This research covers the Situbondo Representative Office (RO Situbondo) area which is divided into 4 regions namely Situbondo, Mlandingan, Besuki and Asembagus for the retail customer sector with a minimum sample of 290 respondents using the survey method. intentional sampling, then it will be analyzed using the Structural Equation Modeling (SEM) method with SmartPLS Tools.

The expected results of this research are to increase Indihome customer satisfaction and loyalty so that Indihome can continue to compete to increase new customer acquisition and retain old ones.

Keywords: Indihome, Trust, Customer Loyalty, Price, E-Service quality, Customer Satisfaction.