Abstract

Nowadays, there are many brands who have successfully established close relationship with customers. However, there's still a lot of companies who failed in fostering good relation with their customers. They need the right way so that a brand can take the heart of customers and come out as a winner. Kotler and Kertawijaya on (Marketing 4.0, 2016 : 153-156) said, one way that suitable in today's digital era is through mobile applications. However, one of the national company in Indonesia who had already provide a mobile application is PT. Telkom Indonesia called MyIndiHome with IndiHome as their product.

So, the purpose of this research is to find out the impact of mobile applications through MyIndiHome towards customer engagement in Bandung city. The methodology will be used is quantitative with positivistic paradigm. Data analysis will be carried out using descriptive analysis and simple linear regression. The result of this research show that coefficient determination score (R_2) from this research is 0,702 , so mobile apps *Myindihome* (variable X) has impact for 70,2% towards customer engagement (variable Y) and 29,8% of the rest has impact by other factor.

Keyword : Mobile Apps, Customer Engagement, Marketing 4.0