

ABSTRACT

The fact of field shows that the customer experience of the IndiHome service in the period 2018 has surprising results where disappointment increased from 18% to 25% and a fluctuative disappointment occurred throughout the year 2018. Based on this, the author intends to examine the quality of service and value of digital customer based on Facebook social media to customer satisfaction in the IndiHome product in Bandung City.

Type of descriptive research with quantitative research methods, using Simple Random Sampling technique. The samples were taken in this study as much as 100 respondents. The main instrument of data collection is a questionnaire measured on a Likert scale, as well as the type of data used is primary data. Results of multiple regression equations show the result $Y = 0,477 + 0,130X_1 + 0,160X_2$ and result test determinant showed positive and significant effect of 39.6% customer satisfaction on social Media Facebook IndiHome influenced by quality Customer service and value, while the remaining 60.4% is influenced by other factors not researched.

Keywords: Service Quality, Customer Value, Social Media, Customer Satisfaction