

ABSTRAK

This research discusses the decline in IndiHome's market share despite increasing revenue and number of customers. This decline in market share is attributed to several factors, including intensified competition, changes in consumer behaviour, and decreased customer satisfaction. This study aims to analyse the effect of brand image and brand awareness on continuance intention on IndiHome products, with customer satisfaction as a mediating variable.

This research uses a quantitative approach by distributing structured surveys. Sampling using nonprobability sampling with sampling techniques in this study using convenience sampling method. The sample size was 100 respondents to represent the IndiHome customer population. Technical data analysis using SEM-PLS, a method that explains the relationship between variables simultaneously.

The findings of this study indicate that there is an influence and significance of brand image on customer satisfaction. Then, there is an influence and significance of brand awareness on customer satisfaction. Then, there is an influence and significance of brand image on continuance intention. However, there is no significant effect of brand awareness on continuance intention. Furthermore, there is an influence and significance of customer satisfaction on continuance intention, and there is an influence and significance of brand image on continuance intention

Keyword: Brand Image, Brand Awareness, Continuance Intention, Customer Satisfaction.