

## **ABSTRACT**

*Marketing practice and research have undergone a series of large-scale transformations over the past 25 years, shifting focus from creating product brands to building customer relationships through service marketing and now to creating compelling customer experiences (Gordon 2006 in Maklan & Klaus 2011). Thompson (2015) said “Customer Experience Is the New Competitive Battlefield”, Greater competition and growing consumer power have eroded traditional product- and service-based differentiation, forcing firms to seek new, more durable forms of competitive advantage.*

*Customer experience has become one of Telkom's focus, excelling Customer Experience was one of the spirit in achieving the target of Telkom Group 2016: Assuring Disruptive Triple Double Digit Growth and re-emphasized by Telkom CEO in early 2017 in Telkom Group 2017 theme: "Disruptive for Triple Double Digit Growth by 2017 through Customer Experience, Digital Business and Smart Inorganic ". But how is the perceived experience of Telkom's customers? Do they already have an excellent customer experience from Telkom?*

*This research was conducted to measure customer experience of IndiHome customers in incident and problem management using Customer Experience Quality (EXQ) model from Maklan & Klaus (2013). The results of these measurements are then analyzed to see which variables of IndiHome's customer experience have to be improved to achieve excellent customer experience. The survey respondents are IndiHome customers in Jakarta, Bandung and Surabaya who have reported their IndiHome incident by conducting online surveys.*

*The results showed that the customer experience of IndiHome customers in incident and problem management should be improved. The research results also show that customer experience influences important marketing outcomes, customer satisfaction, loyalty intentions and word of mouth behavior. Consequently, Telkom must immediately prepare appropriate steps to carry out continual improvement in IndiHome's incident and problem management in order to improve the Telkom customer experience.*

*Key Words – Customer Behavior, Customer Experience, Customer Relationship Management, Marketing*