ABSTRACT

Until now, the pandemic period is still ongoing, many activities have been transferred

from offline to online activities. Telkom Indonesia through IndiHome seeks to meet and

support all community activities for internet service needs. IndiHome is a digital service that

is at the forefront of providing internet access in Indonesia.

IndiHome has 2 teams in offering services, namely manually using direct marketing

and using marketing through Digital Channels. Digital Marketing Operation is a unit that

plays a role in managing IndiHome marketing through digital media. In the process, the

digital team has a landing page that functions as a medium in the registration process. This

study aims to conduct a study in the form of research on Customer Satisfaction in the

IndiHome registration process for the Telkom Regional 4 Digital Channel Team using the

(IPA) method.

The method used in this research is quantitative method, data collection is done by

interview, questionnaire, observation and literature study. The total number of respondents

who were sampled in this study were 241 respondents. The data analysis technique used is

descriptive analysis, method (IPA) and Customer Satisfaction Index (CIS).

Keywords: IndiHome, Customer Satisfaction, Method (IPA)

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