

ABSTRACT

In the current era, the internet plays a crucial role in transforming the way people communicate and access information. The number of internet users worldwide continues to grow every year. The internet enables companies to more easily understand and measure consumer behavior due to unprecedented ease of access. In the field of marketing, the presence of the internet provides companies with an advantage, as it allows them to gather more extensive data about their customers.

This research aims to evaluate the impact of Electronic Customer Relationship Management (E-CRM) on customer satisfaction, taking into account the mediating role of Customer Experience. It offers valuable insights for companies in assessing their E-CRM strategies' effectiveness by pinpointing variables that influence customer satisfaction.

The research utilizes a quantitative method with a causal approach to explore the causes and effects, as well as the relationships between variables. Primary data was collected via a Google Form questionnaire, and secondary data was sourced from websites, articles, journals, and previous studies. The sample includes 385 Telkomsel customers using the MyTelkomsel application, allowing for a detailed analysis of the relationship between e-CRM, customer experience, and customer satisfaction. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), involving the Outer Model, Inner Model, and bootstrapping tests to validate the hypotheses. The findings aim to guide companies in enhancing customer satisfaction.

The results of this study indicate that Customer Experience has the greatest influence in creating Customer Satisfaction at Telkomsel. Researchers suggest that to improve Customer Satisfaction, Telkomsel should prioritize enhancing Customer Experience. Additionally, it is recommended to use new research subjects from different industries for comparative studies to simplify the process.

Keywords: electronic customer relationship management, customer satisfaction, customer experience, telkomsel