

ABSTRACT

In the competitive B2B market, understanding the factors that drive client satisfaction is crucial for business success. This research focuses on the roles of Account Executives performance (AP) and product innovation in enhancing Customer Satisfaction (CS) at PT. Adhivasindo, a photobooth company in Bandung. The primary objective is to test the hypotheses that the effectiveness of AEs and the pursuit of Product Innovation (PI) positively influence Customer Satisfaction (CS). A quantitative research design was utilized, employing surveys to collect data from a population of clients using PT. Adhivasindo's photobooth services. A stratified sampling technique was applied, resulting in 100 respondents from various customer segments.

The findings indicate that AEs who establish strong relationships and provide tailored services significantly enhance Customer Satisfaction (CS). Additionally, the company's focus on Product Innovation (PI) offerings is likely to meet client expectations and foster loyalty. These results support the hypotheses that both the role of AEs and product innovation are closely linked to Client Satisfaction (CS).

The implications of this research suggest that PT. Adhivasindo should invest in training its AEs and prioritize product innovation to improve client experiences. By doing so, the company can strengthen client relationships and achieve sustainable business success. This study provides valuable insights into the factors influencing client satisfaction in the B2B sector, particularly for photobooth companies seeking to innovate and enhance service delivery.

Keywords: *B2B, Account Executive performance (AP) , Product Innovation (PI) , Customer Satisfaction (CS).*