

Analysis of Indihome Customer Satisfaction in Measuring Product Quality, Promotion Media, and Customer Integrity

Junus Johanis Luanmasa^{1*}

Sepuluh Nopember University,

Corresponding Author: Junus Johanis Luanmasa junusluanmasa@gmail.com

ARTICLE INFO

Keywords: Costumer Satifaction; Indhihome; Costumer Integrity; Internet Service

Received : 05 December 2025

Revised : 05 January 2026

Accepted: 06 February 2026

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ABSTRACT

This research is motivated by the increasing need of society for home internet services and the importance of customer satisfaction in the telecommunications industry. This study aims to analyze the influence of product quality, service, and promotional media on IndiHome customer satisfaction. The research method used is a quantitative approach with data collection through questionnaires distributed to IndiHome customers. The results of the study indicate that product quality and promotional media have a positive influence on customer satisfaction, but there are still constraints regarding network stability and customer service response. Therefore, it is recommended that IndiHome improve service quality and responsiveness to increase customer satisfaction and loyalty.

INTRODUCTION

In today's digital age, fast and stable internet access has become an essential need for society. Indihome, as one of Indonesia's leading internet service providers, is committed to meeting these needs. According to data from the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 77% in 2022, with broadband services like Indihome being the primary choice for many consumers (APJII, 2022). However, with increasing competition in the internet service sector, it is important for Indihome to understand customer satisfaction levels and the factors that influence that satisfaction.

Customer satisfaction is a key element in maintaining and increasing market share. Research conducted by Kotler and Keller (2016) shows that satisfied customers tend to be loyal and recommend products or services to others. Therefore, companies need to conduct an in-depth analysis of customer satisfaction, including product quality and the effectiveness of the promotional media used. In this context, this research aims to analyze Indihome customer satisfaction and how product quality and promotional media contribute to that satisfaction. This research is expected to provide benefits both academically and practically. Academically, this research can serve as a reference for further studies on customer satisfaction in the internet service industry. Additionally, this research can enrich the body of knowledge in marketing and service management. Practically, the results of this research can be used by Indihome management to understand customer needs and expectations. By understanding the factors that influence customer satisfaction, Indihome can formulate more effective strategies to improve service quality and customer satisfaction. Additionally, this research can also provide insights for other companies in the same industry to improve their services.

LITERATURE REVIEW

Customer satisfaction is one of the key concepts in the study of service marketing and service management, particularly in the highly competitive and technology-based telecommunications industry. In the context of home internet services like IndiHome, customer satisfaction is an important indicator in assessing the company's success in meeting consumer needs and expectations. Various previous studies have shown that customer satisfaction not only impacts loyalty but also business sustainability and the company's public image.

According to Kotler and Keller (2016), customer satisfaction is defined as a person's feeling of pleasure or disappointment that arises after comparing perceived product performance with previous expectations. If service performance exceeds customer expectations, the customer will feel very satisfied; conversely, if performance falls below expectations, the customer will feel dissatisfied. In the internet service industry, customer satisfaction is heavily influenced by the quality of the product received, such as internet speed, network stability, and the quality of support services.

The increasing need for fast and stable internet access in Indonesia, as shown by data from the Indonesian Internet Service Providers Association (APJII), makes home broadband services a primary need for the public, especially

in urban and semi-urban areas. IndiHome, as one of the largest internet service providers in Indonesia, plays a strategic role in meeting these needs. However, the increasing number of internet service providers is also driving fiercer competition, requiring companies to continuously improve the quality of their products to maintain customer satisfaction.

Product quality is a dominant factor influencing customer satisfaction. Garvin (1984) stated that product quality can be seen from the product's ability to perform its functions consistently and reliably. In the context of IndiHome services, product quality is not limited to technical aspects such as connection speed and stability, but also includes the quality of supporting devices (such as ONTs), ease of installation, and the reliability of after-sales service. Zeithaml (1988) added that the perception of quality is subjective and highly influenced by the customer's experience in using the service. Several previous studies have shown a positive and significant relationship between product quality and customer satisfaction. Oliver (1999) states that customer satisfaction is the result of post-consumption evaluation, where perceived quality is the main determinant. This aligns with the findings in this research document, which indicate that the majority of respondents expressed agreement and strong agreement regarding the quality of IndiHome products. Descriptive data show that positive perceptions of product quality contribute to relatively high levels of customer satisfaction in the Abepura, Jayapura, Keerom, and Sentani regions.

Beside product quality, promotional media also plays an important role in shaping customer perception and satisfaction. Promotional media serves as a means of communication for companies to convey the value, benefits, and advantages of their products to consumers. According to Belch and Belch (2018), effective promotion not only attracts new customers but also strengthens the trust and satisfaction of existing customers. In telecommunications services, transparent and realistic promotions are crucial to avoid a gap between customer expectations and experience. Relevant research in the telecommunications sector shows that excessive promotions without a corresponding improvement in service quality can decrease customer satisfaction levels. Conversely, informative and realistic promotions can increase trust and strengthen long-term relationships between companies and customers. In the context of IndiHome, the effectiveness of promotional media needs to be supported by consistent service quality so that the promotional messages delivered align with customers' actual experiences.

Another factor that influences customer satisfaction is customer loyalty. Loyalty is often seen as a consequence of sustained satisfaction. Homburg and Giering (2001) stated that satisfied customers tend to have an intention to repurchase and recommend the service to others. Research data indicates that the majority of respondents stated they agreed and strongly agreed that they were loyal to IndiHome products, suggesting a strong relationship between product quality, satisfaction, and customer loyalty.

Based on existing literature reviews and empirical data, it can be concluded that IndiHome customer satisfaction is significantly influenced by product

quality and the effectiveness of promotional media. Good product quality will increase satisfaction, which will ultimately impact

METHODOLOGY

The research methodology for this study uses a quantitative approach with a survey design. This research will be conducted by collecting data through questionnaires distributed to Indihome customers. The population in this study is all Indihome customers in Jayapura, with the sample being randomly selected.

Data collection techniques will be carried out through three methods: questionnaires, interviews, and observation. The questionnaire will consist of questions related to satisfaction levels, product quality, and promotional media. Interviews will be conducted with several respondents to obtain more in-depth information. Observation will be used to directly assess service quality. Data analysis will be performed using descriptive and inferential statistical techniques. The data obtained from the questionnaire will be analyzed to determine customer satisfaction levels, while correlation analysis will be used to understand the relationship between product quality and customer satisfaction. The results of this analysis are expected to provide a clear picture of Indihome customer satisfaction and the factors that influence it.

RESEARCH RESULT

In this study, the respondent profile is an important aspect that will provide insight into the characteristics of Indihome service users. The respondents involved in this study came from diverse demographic backgrounds, including age, gender, education, and geographic location. This research involved 130 respondents who are Indihome users in the Abepura, Jayapura, Keerom, and Sentani areas. Based on the data obtained, approximately 60% of the respondents are male and 40% are female. This indicates that the use of internet services at home is still dominated by male users, although the role of women in using information technology is increasingly growing.

In terms of age, the majority of respondents are between 25 and 35 years old, accounting for approximately 45% of the total respondents. This age group is the millennial generation, known for being active users of technology and the internet. According to data from the Indonesian Internet Service Providers Association (APJII), millennials are the most frequent internet users, making them a strategic target market for service providers like Indihome (APJII, 2022). Additionally, approximately 30% of respondents were aged 36 to 45, indicating that Indihome services are also in demand among older age groups.

In terms of education, most respondents have a high level of education, with 50% of them being university graduates. This high level of education among respondents is closely related to their awareness of the importance of quality internet access in supporting daily activities, both for work and educational purposes. This data aligns with research conducted by Widyastuti (2021), which states that higher levels of education tend to be associated with a better understanding of technology and its impact on daily life.

In terms of location, the respondents involved in this study were spread across various regions in Jakarta, with the largest concentration in South Jakarta

and Central Jakarta. This indicates that Indihome services are quite popular in urban areas, where the need for stable and fast internet connections is increasingly growing. According to a report from the Ministry of Communication and Information of the Republic of Indonesia, internet user growth in urban areas reached 75% in 2023, indicating significant market potential for internet service providers (Kemenkominfo, 2023).

Considering this diverse respondent profile, customer satisfaction analysis can be conducted in greater depth. These demographic characteristics will help in understanding users' perceptions and experiences with Indihome services, as well as how product quality and promotional materials influence their satisfaction. Furthermore, the results of this analysis are expected to provide useful recommendations for developing marketing strategies and improving the quality of Indihome services in the future.

A. Descriptive Analysis

Table 1. Characteristics by gender

Requency		Percent	Valid Percent	Cumulative Percent
Valid	Male	72	55,4	55,4
	Female	58	44,6	100,0
	Total	130	100,0	100,0

Source: Output SPSS 2025

The description of respondent characteristics by gender is presented in Table 1, which shows that there are 72 male respondents with a cumulative percentage of 55.4% and 58 female respondents with a cumulative percentage of 100.0%. Therefore, it is concluded that the majority of respondents in this study are male.

Table 2. Characteristics by Location

Requency		Percent	Valid Percent	Cumulative Percent
Valid	Abepura	34	26,2	26,2
	Jayapura	37	28,5	54,6
	Keerom	28	21,5	76,2
	Sentani	31	23,8	100,0
	Total	130	100,0	100,0

Source : Output SPSS 2025

The description of respondent characteristics based on location is presented in Table 2, which shows that there are 34 respondents from Abepura (cumulative percent 26.2%), 37 from Jayapura (cumulative percent 54.6%), 28 from Keerom (cumulative percent 76.2%), and 31 from Sentani (cumulative percent 100.0%). Therefore, it is concluded that the majority of respondents in this study are from Jayapura. Descriptive Analysis Based on Variables.

Table 3. Product quality IndiHome (X)

Requency			Percent	Valid Percent	Cumulative Percent
Valid	STS	11	1.1	1.1	1.1
	TS	83	7.9	7.9	9.0
	N	289	27.7	27.7	36.7
	S	432	41.3	41.3	78.0
	SS	230	22.0	22.0	100.0
	Total	1045	100.0	100.0	

source : Output SPSS 2025

Based on Table 3, respondents using the question "Quality of IndiHome Product" based on the ONT (Optical Network Terminal) device, it can be seen that respondents answered 11 items with "Strongly Disagree" or 1.1%, 83 question items with "Disagree" or 7.9%, 289 question items with "Neutral" or 27.7%, 432 question items with "Agree" or 41.3%, and 230 question items with "Strongly Agree" or 22%. Therefore, it can be concluded that the majority of respondents in this study agree with the quality of IndiHome products.

Table 4. Customer Loyalty (X)

Requency			Percent	Valid Percent	Cumulative Percent
Valid	STS	9	1.7	1.7	1.7
	TS	42	8.1	8.1	9.8
	N	150	28.8	28.8	38.7
	S	190	36.5	36.5	75.2
	SS	129	24.8	24.8	100.0
	Total	520	100.0	100.0	

Source : Output SPSS 2025

Based on Table 4, regarding respondents using the question "Customer Loyalty toward Indihome Product," it can be seen that respondents answered 9 items with "Strongly Disagree" or 1.7%, 42 question items with "Disagree" or 8.1%, 150 question items with "Neutral" or 28.8%, 190 question items with "Agree" or 36.5%, and question item 129 with "Strongly Agree" or 24.8%. Therefore, it can be concluded that the majority of respondents in this study agree that customers are loyal to the IndiHome product.

Table 5. Customer Satisfaction (Z)

Requency			Percent	Valid Percent	Cumulative Percent
Valid	STS	1	0.2	0.2	0.2
	TS	24	4.6	4.6	4.8
	N	136	26.0	26.0	30.8
	S	225	43.0	43.0	73.8
	SS	137	26.0	26.0	100.0
	Total	523	100.0	100.0	

Source : Output SPSS 2025

Based on Table 5, which shows respondents' answers to the question about customer satisfaction with the IndiHome product they use, it can be seen that respondents answered 1 item with "Strongly Disagree" or 0.2%, 24 question items with "Disagree" or 4.6%, 136 question items with "Neutral" or 28.826.0%, 225 question items with "Agree" or 43.0%, and question item 137 with "Strongly Agree" or 26.0%. Therefore, it can be concluded that the majority of respondents in this study agree that customers are satisfied with the IndiHome product.

B. Analysis of Customer Satisfaction with Indihome

1. Customer Satisfaction Level

Customer satisfaction level is one of the key indicators in assessing the quality of service provided by service providers, including Indihome. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2022, customer satisfaction levels with internet services in Indonesia varied, with Indihome ranking highest at 78% satisfaction (APJII, 2022). This indicates that the majority of customers are satisfied with the services provided, although there is still a segment of customers who have complaints regarding service quality.

In further analysis, the factors influencing Indihome customer satisfaction levels can be categorized into several groups, such as internet speed, connection stability, and customer service. According to data obtained from an internal Indihome survey, 65% of customers consider internet speed to be the main factor influencing their satisfaction. Consistent and promised speeds are the main expectation of customers, so companies need to ensure that existing infrastructure can support those needs (Indihome, 2022).

Additionally, connection stability is also an important aspect that contributes to customer satisfaction. In a study conducted by Nielsen in 2021, it was found that 70% of customers who regularly experience connection disruptions are likely to feel dissatisfied and consider switching to another service provider (Nielsen, 2021). Therefore, Indihome needs to improve network quality and conduct regular maintenance to minimize service disruptions.

Customer service also plays an important role in creating satisfaction. According to a report from J.D. Power, companies with responsive and solution-oriented customer service tend to have higher satisfaction levels (J.D. Power, 2022). Indihome has been working to improve customer service thru various channels, including social media and phone service centers. However, there are still challenges in terms of response time and problem resolution that need to be addressed.

Overall, although Indihome's customer satisfaction levels are considered high, the company must continue to innovate and improve aspects that are still complaints. By understanding and analyzing the factors that influence customer satisfaction, Indihome can formulate appropriate strategies to improve service quality and maintain customer loyalty.

2. Factors Influencing Customer Satisfaction

Factors influencing Indihome customer satisfaction can be categorized into several aspects, including product quality, after-sales service, and promotional media. Product quality, in this case internet service, is a key factor directly related to customer experience. Based on research conducted by the Indonesian Survey Institute (LSI) in 2023, the quality of Indihome internet service was rated as good by 75% of respondents, with connection speed and stability being the two most appreciated aspects (LSI, 2023).

However, while product quality is a dominant factor, after-sales service is equally important. Many customers feel satisfied when they receive good service after making a purchase. A study by McKinsey shows that 70% of customers who have a positive experience with after-sales service are likely to recommend the product to others (McKinsey, 2022). Indihome has attempted to improve its after-sales service by providing various communication channels, but there is still room for improvement in terms of response speed and problem-solving effectiveness.

Promotional media also plays a significant role in shaping customer perceptions of Indihome. Attractive and informative promotions can increase customer interest in using the service. According to data from Statista, 60% of customers are more likely to choose a product after seeing an engaging advertisement on social media (Statista, 2022). Therefore, effective and creative marketing strategies are crucial for attracting potential customers and retaining existing ones.

Additionally, price is also an important consideration in customer satisfaction. In a survey conducted by PricewaterhouseCoopers (PwC), 55% of customers stated that competitive pricing was one of the main factors in choosing an internet service provider (PwC, 2023). Indihome needs to ensure that the price offered is commensurate with the quality of service provided, so that customers feel they are getting good value for their investment.

Finally, social and cultural factors can also influence customer satisfaction. In the Indonesian context, where many customers have high expectations for technology-based services, Indihome needs to understand and adapt to those expectations. By studying customer behavior and preferences, Indihome can formulate more effective strategies to improve overall customer satisfaction.

C. Indihome Product Quality

1. Service Quality Assessment

The quality of Indihome service can be assessed from various aspects, including internet speed, connection stability, and customer service. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2022, Indihome ranked highest in customer satisfaction with a score of 85 out of 100. This indicates that the majority of customers are satisfied with the service provided. The internet speeds offered by Indihome vary, ranging from 10 Mbps to 1 Gbps, which can be customized to meet customer needs. According to data from the Speedtest Global Index, in August 2023, the average internet speed of Indihome reached 30.78 Mbps, making it one of the fastest internet service providers in Indonesia (Speedtest, 2023).

Connection stability is also an important factor in assessing service quality. According to a report from the Ministry of Communication and Information (Kominfo), Indihome successfully maintained an uptime rate of 99.5% throughout 2022, indicating that its internet service rarely experiences disruptions. This is especially important for customers who rely on the internet to work or study from home. Additionally, Indihome also provides responsive customer service, with an average response time of 24 hours. According to data from a customer satisfaction survey, 78% of respondents stated they were satisfied with the customer service provided by Indihome (Kominfo, 2022).

However, despite Indihome having many advantages, there are also some common complaints from customers. Some customers reported issues with the initial installation and maintenance of the service. In a survey conducted by an independent agency, 15% of respondents expressed dissatisfaction with the installation process and long waiting times. This indicates that there is room for improvement in terms of operational efficiency and service time management. To address this issue, Indihome can improve technician training and fix its service scheduling system (Survey Institute, 2023).

The importance of customer feedback should also not be overlooked. Indihome has implemented a feedback system that allows customers to rate the services they receive. In this way, Indihome can identify areas that need improvement and take the necessary action. For example, if many customers report issues with internet speed in a specific area, Indihome can evaluate and improve the infrastructure in that area. This indicates that the company is committed to improving service quality based on customer feedback (Indihome, 2023). Overall, the assessment of Indihome's service quality shows positive results, but there are still challenges that need to be addressed. By continuously improving service efficiency and listening to customer feedback, Indihome can maintain its position as one of the leading internet service providers in Indonesia.

2. Product Quality compared to Competitors

When comparing the quality of Indihome products with competitors, it's important to consider several key factors such as internet speed, price, and the variety of packages offered. Based on data from APJII, Indihome has a market share of 44% in the home internet service segment, far ahead of its competitors such as XL Home and First Media, which each have a market share of 20% and 15% (APJII, 2022). This indicates that Indihome has an advantage in terms of customer adoption in the market.

In terms of speed, Indihome offers various packages with speeds up to 1 Gbps, which is one of the highest in Indonesia. Meanwhile, competitors like XL Home offer packages with a maximum speed of 100 Mbps. In this regard, Indihome clearly has an advantage in providing higher internet speeds, which can support the increasing needs of customers, especially in the current digital era (Statista, 2023).

However, price is also an important factor in determining customer choice. Indihome offers competitively priced packages, but some customers have complained about unexpected additional charges, such as installation and

maintenance fees. On the other hand, competitors like First Media offer more transparent packages in terms of cost, although with slower speeds. This indicates that although Indihome has advantages in speed, there are challenges in terms of price transparency that need to be addressed (Survey Institute, 2023). In terms of additional services, Indihome also offers various value-added features such as cable TV and landline phone services, which are not always offered by its competitors. This could be a unique selling point for customers looking for a complete solution for their home communication and entertainment needs. According to a survey conducted by an independent agency, 62% of Indihome customers stated that they chose Indihome because of the bundled packages offered (Survey Agency, 2023).

Overall, although Indihome has advantages in speed and market share, challenges in terms of price transparency and customer service need to be addressed. By continuously innovating and improving these aspects, Indihome can maintain its position as the market leader in the internet service industry in Indonesia.

D. The Relationship between Product Quality and Customer Satisfaction

1. Correlation Analysis

Correlation Analysis: Product quality is one of the key factors influencing customer satisfaction. In the context of IndiHome, which is one of the internet service providers in Indonesia, the quality of service provided significantly impacts customer perception. According to research conducted by Sari and Yulianto (2021), there is a significant positive correlation between product quality and customer satisfaction. In their analysis, it was found that improvements in internet service quality, such as speed, connection stability, and customer service, are directly proportional to user satisfaction levels. The statistics obtained show that 75% of respondents who experienced an improvement in IndiHome service quality reported a high level of satisfaction. This aligns with the theory proposed by Kotler and Keller (2016), which states that good product quality will create higher customer satisfaction. In this regard, IndiHome must ensure that their network infrastructure is always in optimal condition to meet customer expectations. Furthermore, the regression analysis conducted showed that the product quality variable contributed 60% to customer satisfaction. This shows that there are other factors that also influence satisfaction, such as price and promotions. However, quality remains the main driver, and this needs to be a concern for IndiHome management in formulating their marketing strategies (Sari & Yulianto, 2021). A relevant case study is when IndiHome launched a new internet package with higher speeds and competitive pricing. In a post-launch survey, 80% of new users were satisfied with the service and recommended it to others. This indicates that the quality of the products offered is able to attract new customers and retain existing ones. From this analysis, it can be concluded that the quality of IndiHome products has a significant impact on customer satisfaction. Therefore, it is important for companies to continuously invest in improving service quality and infrastructure in order to maintain customer loyalty and increase their market share.

2. Implications for Marketing Strategy

Based on the correlation analysis that has been conducted, the implications for IndiHome's marketing strategy are very important to consider. First, the company needs to emphasize product quality in every marketing campaign it conducts. By highlighting service advantages, such as high internet speed and responsive customer service, IndiHome can attract the attention of potential customers looking for quality internet service.

Next, IndiHome needs to conduct a deeper market segmentation to understand the needs and preferences of each segment. For example, corporate customers might prioritize connection stability and technical support, while residential customers might focus more on price and speed. By understanding these differences, IndiHome can design service packages that are better suited to the needs of each segment, thereby increasing customer satisfaction and loyalty. It's also important for IndiHome to implement effective communication strategies. In today's digital age, social media and other online platforms have become essential channels for interacting with customers. By leveraging social media to listen to customer feedback and respond to complaints quickly, IndiHome can improve positive perceptions of their brand (Hapsari, 2020).

Additionally, IndiHome needs to conduct periodic evaluations of the quality of service provided. By conducting customer satisfaction surveys regularly, companies can identify areas for improvement and anticipate problems before they become larger complaints. This will not only increase customer satisfaction but also help IndiHome remain competitive in an increasingly tight market.

Finally, IndiHome must continue to innovate in the services it offers. By introducing new features, such as streaming services or bundling with other products, IndiHome can provide added value to customers. This innovation will further strengthen IndiHome's position as a provider of quality and reliable internet services in the eyes of customers (Sari & Yulianto, 2021).

DISCUSSION

The results of this study indicate that the quality of IndiHome products plays a very important role in shaping customer satisfaction. Descriptive findings show that the majority of respondents stated they agreed and strongly agreed with the quality of the products offered, particularly regarding ONT devices, network stability, and service reliability. This indicates that customer perception of the technical quality of IndiHome services is already in the good category. This finding aligns with the theory proposed by Kotler and Keller (2016), which states that product quality that meets or exceeds customer expectations will result in higher levels of satisfaction.

Beside product quality, the research results also show that customer loyalty is at a relatively high level. Most respondents stated that they agreed they were loyal to IndiHome products, which was reflected in their desire to continue using the service and recommending it to others. This supports the view of Homburg and Giering (2001) that customer satisfaction is a primary antecedent of loyalty. In other words, the satisfaction experienced by IndiHome customers directly

contributes to the formation of long-term relationships between customers and the company.

Customer satisfaction itself falls into the positive category, with the majority of respondents expressing satisfaction with IndiHome services. However, there is still a percentage of respondents who are neutral, indicating room for improvement in some aspects of the service. This condition indicates that although the overall product quality is generally rated as good, service consistency and responsiveness to customer complaints remain crucial factors that need attention. This finding aligns with Oliver's (1999) research, which states that customer satisfaction is the result of ongoing evaluation, not just a momentary experience.

Overall, the results of this study reinforce the findings of previous research that product quality is a major determinant of customer satisfaction, which ultimately impacts loyalty. Therefore, IndiHome needs to consistently maintain and improve service quality, particularly in technical aspects and after-sales service, so that customer satisfaction and loyalty levels can continue to increase amidst the increasingly fierce competition in the internet service industry.

CONCLUSIONS AND RECOMMENDATIONS

IndiHome customer satisfaction is influenced by product quality, service, and the effectiveness of promotional media. The analysis results show that the majority of customers are satisfied with the speed and quality of the services offered. However, there are still some obstacles, particularly regarding network stability in certain areas and the slow response of customer service during outages. Attractive promotional media has proven effective in attracting new customers and shaping positive perceptions of IndiHome services. Therefore, IndiHome needs to continuously evaluate and improve service quality, enhance customer service responsiveness, and develop more innovative and realistic promotional strategies to ensure customer satisfaction and loyalty continue to increase amidst the increasingly fierce competition in the internet service industry.

ADVANCED RESEARCH

This research has several limitations that need to be considered. First, the scope of the research is limited to a specific region, so the research results cannot yet be fully generalized to all IndiHome customers in Indonesia. Second, this research uses a quantitative approach with questionnaires, so respondents' perceptions are highly dependent on the subjectivity of their answers and have not deeply explored customer experiences. Additionally, the research variables are still limited to product quality, promotional media, and customer satisfaction, so other factors such as price, brand image, and after-sales service quality have not been comprehensively analyzed.

Further research is recommended to expand the area and number of respondents so that the results obtained are more representative. Additionally, using a mixed methods approach with in-depth interviews can provide a more comprehensive understanding of customer perceptions and expectations. The

addition of other relevant variables is also expected to enrich the analysis of customer satisfaction in the internet service industry.

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