

ABSTRACT

Along with increasing growth in the use of technology and internet, Indihome become one of the superior products owned by Telekomunikasi Indonesia company (PT. Telkom). One of Indihome's own marketing strategies is implemented digitally through digital marketing. The goal is to introduce Indihome and bring in new customers. Common sales tactics that are used include promotion through social media, targeted word-of-mouth, and advertising media. Telkom has streamlined ways to build relationships with consumers through Customer Relationship Management (CRM). In the January to October 2020 period, average achievement obtained by Telkom Jambi for service modification transactions was 88.2%, less than 6.8% towards the 2020 target of 95%. So there is a gap between the influence of digital marketing implementation and CRM, behind its function which is a tool for companies to increase retention and service modification transactions rates of customer.

This research aims to determine the effect of digital marketing implementation and CRM towards *Repurchase Decisions* on Indihome product services. To achieve this goal, the research method used is quantitative. The variable analyzed was digital marketing, which its sub variables were social networking, mobile marketing, and CRM as the independent variable, and re-purchase decision as the dependent variable.

The number of samples analyzed were 100 respondents as existing Indihome customers who registered through digital channel marketing. The sampling technique used is non-probability sampling. The data analysis technique is carried out through a structural equation modeling (SEM) analysis model that is processed with SmartPLS 3.2.

The results showed that Social Networking has a significant positive effect on *Repurchase Decisions*. Meanwhile, Mobile Marketing has no significant positive effect on *Repurchase Decisions*. Customer Relationship Management has a significant positive effect on *Repurchase Decisions*.

As Suggestions in this research for the company based on the lowest item in the CRM variable, It is hoped that Telkom able to manage the CRM website by improving the user interface and user experience, and for further researchers, It is expected to be able to analyze the right program to increase customer purchasing power.

Keyword : *Digital Marketing, CRM, Mobile Marketing, Social Networking, Repurchase Decision*