

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)*