

ABSTRACT

The development of telecommunication network technology has grown rapidly in recent decades. Now, we are in a new revolutionary era with the introduction of 5G technology. The 5G network offers much more sophisticated and revolutionary features. Two cellular phone cards experienced a decrease in the number of customers after the Ministry of Communication and Information (Kominfo) enforced the use of prepaid subscriber identity module (SIM) cards. Telkomsel had 196.3 million customers at the end of 2017. The number then fell to 164.69 million customers at the end of March 2021. The purpose of this study is to determine the extent to which promotion through customer satisfaction affects customer loyalty of Telkomsel prepaid card customers on the Instagram Social Media Platform.

This study uses a quantitative approach. The number of respondents in this study was 150 people. The analysis used a non-probability sampling method with a purposive sampling technique. Data analysis technique uses SEM PLS with the help of SmartPLS 3.2.9 software.

Based on the results of this study, the promotion variable has a significant influence on customer loyalty, which is rejected. Then, the promotion variable has a significant influence on customer satisfaction, which is accepted. Furthermore, the customer satisfaction variable has a significant influence on customer loyalty, which is accepted. Then, the mediating role between customer satisfaction and the influence of promotion has a significant influence on customer loyalty.

The suggestions that can be given to Telkomsel are to maintain long-term consistency and improve the functionality of the products offered to customers. This must be done so that customers are satisfied and loyal to Telkomsel prepaid cards and promotions carried out by Telkomsel through the Instagram platform are still lacking. Telkomsel should pay more attention to more attractive promotions.

Keywords: *Customer Loyalty, Customer Satisfaction, Instagram, Telkomsel, Telecommunication Industry, Promotion, Social Media.*