

## ABSTRACTS

*Telkomsel focuses on customer satisfaction and loyalty through high service quality, robust security, scalable infrastructure, proactive monitoring, comprehensive support, and continuous improvement. Innovation is crucial for maintaining a competitive edge, building customer satisfaction and loyalty, and avoiding customer churn.*

*Customer Loyalty Customer loyalty is the tendency of customers to consistently prefer and support a specific brand or service, driven by a deeper emotional connection and commitment. In the context of IoT control centers, loyalty reflects trust and preference for the platform. Customer Satisfaction Customer satisfaction with IoT control centers involves contentment and positive sentiment from using the platform. Service Quality Service quality in IoT control centers includes reliability, responsiveness, assurance, empathy, and tangibles, impacting customer satisfaction and loyalty. Service innovation factors are relative advantage, compatibility, complexity, and trialability, enhancing customer satisfaction and loyalty.*

*To remain competitive for Customer Satisfaction and Customer Loyalty, Telkomsel deliver IoT Control Center which Telkomsel IoT Control Center is a platform by Telkomsel for managing IoT devices and services, offering features such as Device Management, Connectivity Management, Data Analytics, Security, and Integration. This platform enables businesses to manage and monitor their IoT devices, ensure connectivity, analyze data, and integrate with existing systems.,*

*This research is a quantitative study that examines the influence of service innovation and service quality on customer satisfaction and its impact on customer loyalty at Telkom IoT Control Center. data survey were collected via Google Form questionnaires and analyzed using SEM PLS and descriptive analysis.*

*This research examines the impact of service innovation and quality on customer satisfaction and loyalty at Telkom IoT Control Center. Results indicate that service innovation and quality significantly enhance customer satisfaction, which in turn boosts customer loyalty. Service innovation positively influences both satisfaction and loyalty, while customer satisfaction mediates the effects of service innovation and quality on loyalty. The study concludes that to improve customer loyalty, Telkom should focus on enhancing service innovation and maintaining high service quality, ensuring customer satisfaction. This approach aligns with existing theories emphasizing the importance of satisfaction in building loyalty.*

**Keywords:** *Innovation, Internet of things, IoT Control Center, service quality, customer loyalty.*