

ABSTRACT

This study investigates the impact of service quality and brand awareness on customer satisfaction among IndiHome users, with a particular focus on those following the @indihomecare Instagram account. The rapid growth of internet services in Indonesia necessitates an understanding of factors influencing customer satisfaction, as customer complaints indicate potential issues despite IndiHome's market dominance. The present study adopts a quantitative research approach, utilising a survey of 204 respondents. The distribution of questionnaires via Google Forms facilitated the collection of primary data, and the analysis was conducted using SmartPLS 3.0. The study's findings indicate a significant effect of service quality on customer satisfaction, while brand awareness did not show a significant influence on customer satisfaction. The study's findings underscore a simultaneous effect of service quality and brand awareness on customer satisfaction. The study provides IndiHome and similar service providers with valuable insights, which they may use to enhance service delivery and address existing gaps in customer satisfaction. Future research could explore other factors that might affect customer satisfaction, such as product quality and price, and a more profound understanding of the interplay between service quality and brand awareness would facilitate a more comprehensive examination of the overall customer experience.

Keywords: Brand Awareness, Customer Satisfaction, and Service Quality