

ABSTRACT

This research is motivated by increasingly high consumer expectations for a product or brand so that companies are required to maintain customer satisfaction. Telkomsel as a provider is also required to maintain customer satisfaction by maintaining service quality or innovation in services. The sample taken was 100 respondents who used Telkomsel cards and purchased active data packages. Multiple Regression Analysis is used as a data analysis technique with the help of the SPSS data processing system. The research results show that e-service innovation and e-service quality have a significant positive influence on customer satisfaction with the MyTelkomsel application. Mediator variables such as efficiency and responsibility play a mediating role between e-service innovation and e-service quality and customer satisfaction. The conclusions of this research can be used as a reference for Telkomsel to improve MyTelkomsel application services and maintain customer loyalty.

Keywords: E-service Innovation, E-service Quality, Customer Satisfaction, MyTelkomsel, Bandung City.