

## DAFTAR PUSTAKA

- Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, 11(6), 1691–1705. <https://doi.org/10.1108/JIMA-03-2019-0044>
- Aditama, & Angger, R. (2020). *Pengantar Manajemen Teori dan Aplikasi*. AE Publishing.
- Agarwal, I., & Gowda, K. R. (2020). The Effect of Airline Service Quality on Customer Satisfaction and Loyalty in India. *Materials Today: Proceedings*, 37(Part 2), 1341–1348. <https://doi.org/10.1016/j.matpr.2020.06.557>
- Agus. (2022). *IndiHome Mengecewakan, Internet Mati Empat Hari Tanpa Ada Kejelasan*. Kompas. <https://inside.kompas.com/tanggapan/read/62585/IndiHome-Mengecewakan-Internet-Mati-Empat-Hari-Tanpa-Ada-Kejelasan>
- Ahmad. (2020). *Manajemen Mutu Terpadu*. Nas Media Pustaka. [https://books.google.co.id/books?id=hKoJEAAAQBAJ&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.co.id/books?id=hKoJEAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)
- AilijaaFR, A., Sasmita, E. M., & Sari, B. (2020). Pengaruh Bauran Promosi, Harga, Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Indihome Pt. Telkom Indonesia, Jakarta Timur. *Ikra-Ith Ekonomika*, 3(1), 71–79.
- Aldino, F., & Sri, S. N. W. (2021). THE ROLE OF SATISFACTION AND TRUST MEDIANTE THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY INDIHOME IN THE CITY OF DENPASAR. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, 8(116), 24–35. <https://doi.org/10.18551/rjoas.2021-08.03>
- Alim, B. (2020). *Tagihan Indihome Tidak Sesuai Paket, Tagihan Naik Tanpa Pemberitahuan dan Add-on "Siluman."* Mediakonsumen. <https://mediakonsumen.com/2020/11/03/surat-pembaca/tagihan-indihome-tidak-sesuai-paket-tagihan-naik-tanpa-pemberitahuan-dan-add-on-siluman>
- Amiruddin, Ritonga, A. H., & Samsu. (2021). Manajemen Pemasaran Lembaga Pendidikan Islam. In *Halimi: Journal of Education* (Vol. 15, Issue 2). K-Media. <http://ejournal.kopertais4.or.id/madura/index.php/halimi/article/view/4946%0Ahttp://ejournal.kopertais4.or.id/madura/index.php/halimi/article/download/4946/3274>
- Amirudin. (2020). *Kabel Telkom & PLN Semrawut, Membahayakan & Mengganggu Estetika*. Saburomedia. <https://www.saburomedia.com/2020/02/18/kabel-telkom-pln-semrawut-membahayakan-mengganggu-estetika/>
- Amrullah, M. (2019). *Pelanggan Mengeluh, Pihak Indihome Tak Responsif*. Mediakonsumen. <https://mediakonsumen.com/2019/04/22/surat-pembaca/pelanggan-mengeluh-pihak-indihome-tak-responsif>

- Andalas, M. R. (2022). Influences of Internal Service Quality, Employee Satisfaction, External Service Satisfaction And Customer Satisfaction Toward Customer Loyalty Of Gojek Service Users in Malang. *IPTEK Journal of Proceedings Series*, 0(1), 381. <https://doi.org/10.12962/j23546026.y2020i1.11936>
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT", Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *A Multidisciplinary Journal*, 3(6), 239–244. <https://doi.org/10.21276/sb>
- Ardiansyah, I. A. (2017). *Analisis Pengaruh Pelayanan, Lokasi, dan Promosi terhadap Kepuasan Pelanggan di D'emmerick Salatiga Eco Park Hotel, Convention dan Camping Ground*. Universitas Muhammadiyah Surakarta.
- Ardianto, L. (2022). *IndiHome Tidak Menggubris Keluhan Pelanggan terkait Masalah pada Koneksi Internet*. *Mediakonsumen*. <https://mediakonsumen.com/2022/01/27/surat-pembaca/indihome-tidak-menggubris-keluhan-pelanggan-terkait-masalah-pada-koneksi-internet>
- Arifin, R. F. (2021). *Buntut Panjang Perkara Gangguan IndiHome: Kompensasi Saja Tak Cukup*. *VOI*. <https://voi.id/bernas/87640/buntut-panjang-perkara-gangguan-indihome-kompensasi-saja-tak-cukup>
- Artanto, D. (2020). *Pihak IndiHome Keterlalu*. *Mediakonsumen*. <https://mediakonsumen.com/2020/05/12/surat-pembaca/pihak-indihome-keterlalu>
- Asriani. (2021). *Dewan Tegur Telkom, Kabel Indihome Dipasang Semrawut*. *Klik Kaltim*. <https://klikkaltim.com/category/bontang/dewan-tegur-telkom-kabel-indihome-dipasang-semrawut>
- Aziza, F. N. (2020). *Pengaruh Atribut Produk, Kualitas Pelayanan dan Relationship Marketing terhadap Kepuasan dan Loyalitas Nasabah Bank Rakyat Indonesia Syariah Kantor Kas Kediri Tulungagung*. *Pengaruh Atribut Produk, Kualitas Pelayanan dan Relationship Marketing terhadap Kepua [UIN SATU Tulungagung]*. <http://repo.uinsatu.ac.id/id/eprint/16954>
- BPS. (2021). *Statistik Telekomunikasi Indonesia 2020*. <https://www.bps.go.id/publication/2021/10/11/e03aca1e6ae93396ee660328/s-tatistik-telekomunikasi-indonesia-2020.html>
- Bruin, D., Roberts-Lombard, P. M., & Meyer-Heydenrych, C. De. (2020). Internal Marketing, Service Quality and Perceived Customer Satisfaction: An Islamic Banking Perspective. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2019-0185>
- Cahyani, K. S. D., Muljani, N., & Lukito, R. S. H. (2022). Pengaruh Brand Image, Service Quality Dan Perceived Value Terhadap Brand Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Gojek Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen: JUMMA*, 11(1), 78–89. <https://doi.org/10.33508/jumma.v11i1.3884>
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Candra, & Gultom, P. (2020). The effect of retail service quality and product quality

- on customer loyalty. *International Journal of Research and Review*, 7(8), 214–220. <https://doi.org/10.1057/dbm.2010.13>
- Chandra, A. (2021). *Pelayanan Indihome Mengecewakan*. Pikiran Rakyat. <https://www.pikiran-rakyat.com/surat-pembaca/3031/Pelayanan-Indihome-Mengecewakan>
- Chaniago, H. (2020). Analisis Kualitas Pelayanan, Kualitas Produk, dan Harga pada Loyalitas Konsumen Nano Store. *International Journal Administration, Business and Organization*, 1(2), 59–69. [https://www.researchgate.net/publication/349076606\\_Analisis\\_Kualitas\\_Pelayanan\\_Kualitas\\_Produk\\_dan\\_Harga\\_pada\\_Loyalitas\\_Konsumen\\_Nano\\_Store\\_Analysis\\_of\\_Service\\_Quality\\_Products\\_Quality\\_and\\_The\\_Price\\_on\\_Nano\\_Store\\_Consumers'\\_Loyalty/link/601e9d01a6fdcc37a](https://www.researchgate.net/publication/349076606_Analisis_Kualitas_Pelayanan_Kualitas_Produk_dan_Harga_pada_Loyalitas_Konsumen_Nano_Store_Analysis_of_Service_Quality_Products_Quality_and_The_Price_on_Nano_Store_Consumers'_Loyalty/link/601e9d01a6fdcc37a)
- Chen, M. C., Hsu, C. L., & Lee, L. H. (2019). Service Quality and Customer Satisfaction in Pharmaceutical Logistics: An Analysis Based on Kano Model and Importance-Satisfaction Model. *International Journal of Environmental Research and Public Health*, 16(21). <https://doi.org/10.3390/ijerph16214091>
- Cheng, B. L., Gan, C. C., Imrie, B. C., & Mansori, S. (2019). Service Recovery, Customer Satisfaction and Customer Loyalty: Evidence From Malaysia's Hotel Industry. *International Journal of Quality and Service Sciences*, 11(2), 187–203. <https://doi.org/10.1108/IJQSS-09-2017-0081>
- CNBCIndonesia. (2020, May 27). *Pelanggan Hingga Pendapatan Indihome Melesat di 2019*. <https://www.cnbcindonesia.com/tech/20200527201810-37-161361/pelanggan-hingga-pendapatan-indihome-melesat-di-2019>
- Dachlan, H. (2021). *Kecewa dengan Pelayanan Indihome (Sudah Ditanggapi Telkom)*. Pikiran Rakyat. <https://www.pikiran-rakyat.com/surat-pembaca/2729/Kecewa-dengan-Pelayanan-Indihome-Sudah-Ditanggapi-Telkom>
- DataReportal. (2022). *DIGITAL AROUND THE WORLD*. <https://datareportal.com/global-digital-overview#:~:text=4.95 billion people around the,of the world's total population.>
- Dewi, N. N., Rodli, A. F., & Septyan, M. (2022). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen. *Jurnal Ecopreneur*. 12, 5(1), 56–68. <https://doi.org/10.55208/bistek.v14i2.231>
- Dhinata, R., & Krisnando. (2020). Pengaruh Struktur Modal Terhadap Nilai Perusahaan Dengan Profitabilitas Sebagai Variabel Intervening. *JPIN: Jurnal Pendidik Indonesia*, 6(1), 47–55. <https://doi.org/10.47165/jpin.v6i1.484>
- Disnakers DKI Jakarta. (2020). *Perusahaan yang menerapkan WFH Jakarta, 2020*. <https://lokadata.beritagar.id/chart/preview/perusahaan-yang-menerapkan-wfh-jakarta-2020-1587382946>
- Djaali. (2021). *Metodologi Penelitian Kuantitatif* (B. S. Fatmawati (ed.)). Bumi Aksara.
- Dodi. (2020a). *Indihome Tak Serius Menangani Komplain Pelanggan?* Detiknews. <https://news.detik.com/suara-pembaca/d-5137370/indihome-tak-serius-menangani-komplain-pelanggan>
- Dodi. (2020b). *Kecewa Proses Penanganan Laporan Gangguan Internet Indihome*. Detiknews. <https://news.detik.com/suara-pembaca/d-5251590/kecewa>

- proses-penanganan-laporan-gangguan-internet-indihome
- Effendy, F., Hanata, R. Y., Setia Budi, L. N., Sawlani, D. K., & Christina, M. (2023). The Role of Promotion Strategy and Product Price on Purchase Intention of Indihome. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(1), 106–111. <https://doi.org/10.35870/jemsi.v9i1.892>
- Elfira, R. D. (2021). *Pengaruh Kualitas Pelayanan dan Harga terhadap Keputusan Pembelian kartu Indosat Pascabayar di Kelapa Gading Jakarta Utara* [Institut Bisnis dan Informatika Kwik Kian Gie]. <http://eprints.kwikkiangie.ac.id/id/eprint/2007>
- Elviani, H., & Hutasuhut, J. (2021). The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at the Brastagi Gatot Subroto Supermarket Medan. *International Journal of Business, Technology, and Organizational Behavior (IJBTOB)*, 2(6), 528–541. <http://repository.uph.edu/id/eprint/41848>
- Emo. (2022). *IndiHome yang Sangat Menyebalkan dan Pelayanannya Sangat Buruk*. *Mediakonsumen*. <https://mediakonsumen.com/2022/05/13/surat-pembaca/indihome-yang-sangat-menyebalkan-dan-pelayanannya-sangat-buruk>
- Engelka, L., & Kartika, L. N. (2022). PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN, DAN PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN WIFI INDIHOME DI DAERAH ISTIMEWA YOGYAKARTA. *Jurnal Riset Manajemen Dan Bisnis (JRMB)*, 17(2), 103–114.
- Erynardi, E. (2020). *Pelayanan Telkom Indihome Sangat Tidak Bersahabat dengan Konsumen*. *Mediakonsumen*. <https://mediakonsumen.com/2020/04/23/surat-pembaca/pelayanan-telkom-indihome-sangat-tidak-bersahabat-dengan-konsumen>
- Fatimah, S. (2020a). *Keluhan Pelanggan IndiHome Yang Down, Ombudsman RI Buka Saluran Penampungan*. *Ombudsman*. <https://ombudsman.go.id/news/r/keluhan-pelanggan-indihome-yang-down-ombudsman-ri-buka-saluran-penampungan>
- Fatimah, S. (2020b). *Pelanggan IndiHome Keluhkan Susahnya Proses Berhenti Berlangganan*. *Ombudsman*. <https://ombudsman.go.id/pengumuman/r/pelanggan-indihome-keluhkan-susahannya-proses-berhenti-berlangganan>
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020919517>
- Fuadi, S., Wijayanti, E., & Suyadi. (2022). PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN INDIHOME PADA PT.TELKOM METRO. *Kalianda Halok Gagas*, 4(2), 144–157.
- Gao, J. H. (2018). Analyzing Online Customer Satisfaction. *International Journal of Risk and Contingency Management*, 8(1), 1–12. <https://doi.org/10.4018/ijrcm.2019010101>
- Grace, E., Girsang, R. M., Simatupang, S., Candra, V., & Sidabutar, N. (2021).

- Product Quality and Customer Satisfaction and Their Effect on Consumer Loyalty. *International Journal of Social Science*, 1(2), 69–78. <https://doi.org/10.53625/ijss.v1i2.138>
- Gutra. (2020). *Berhenti Indihome Ribet, Pengembalian Alat, Hitung-hitungan Membingungkan, Pelayanan, dan Susahnya Refund Deposito*. Mediakonsumen. <https://mediakonsumen.com/2020/08/22/surat-pembaca/berhenti-indihome-ribet-pengembalian-alat-hitung-hitungan-membingungkan-pelayanan-dan-susahya-refund-deposito>
- Haq, I. U., & Awan, T. M. (2020). Impact of e-banking servicequality on e-loyalty in pandemic times through interplay of e-satisfaction. *XIMB Journal of Management*, 17(1/2), 39–55. [https://www.researchgate.net/publication/346279240\\_Impact\\_of\\_e-banking\\_service\\_quality\\_on\\_e-loyalty\\_in\\_pandemic\\_times\\_through\\_interplay\\_of\\_e-satisfaction](https://www.researchgate.net/publication/346279240_Impact_of_e-banking_service_quality_on_e-loyalty_in_pandemic_times_through_interplay_of_e-satisfaction)
- Haryani, S. (2022). *IndiHome Tidak Bertanggung Jawab untuk Perbaikan Telepon Saya yang Mati Total*. Mediakonsumen. <https://mediakonsumen.com/2022/04/04/surat-pembaca/indihome-tidak-bertanggung-jawab-untuk-perbaikan-telepon-saya-yang-mati-total>
- Hendri, H., Haryono, B., & Saparso, S. (2021). Effect of Service Quality on Customer Loyalty Mediated By Customer Satisfaction Pt. Maybank Indonesia Finance Jakarta Branch. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)*, 1(4), 202–211. <https://doi.org/10.51715/husocpument.v1i4.128>
- Herawaty, M. T., Aprillia, Rahman, A., Rohimah, L., Taruna, H. I., Styaningrum, E. D., & Suleman, D. (2022). The Influence of Service Quality and Price on Alfamart Consumer Loyalty with Customer Satisfaction As Mediation Variables. *International Journal Of Social And Management Studies (IJOSMAS)*, 3(2), 246–257.
- Hidayati, I., & Huda, N. (2023). Analysis of the Influence of Service Quality , Emotional Satisfaction and Company Image on Customer Loyalty of Indihome PT Telkom Indonesia (Persero) Tbk. *International Journal of Business and Applied Economics (IJBAE)*, 2(4), 483–496.
- Hongdiyanto, C., & Liemena, K. (2021). The Mediation Effect of Customer Satisfaction in Relationship between Product Quality and Service Quality towards Customer Loyalty In Fuzee Sushi. *FIRM Journal of Management Studies*, 6(2), 172. <https://doi.org/10.33021/firm.v6i2.1557>
- Hudatama, B. I., Ngatno, & Nurseto, S. (2023). PENGARUH PROMOSI DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN MEREK SEBAGAI VARIABEL INTERVENING (Studi pada Pelanggan Baru Indihome di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 1–10.
- Imam. (2021). *Buruknya Layanan Internet Indihome Telkom*. Mediakonsumen. <https://mediakonsumen.com/2021/04/04/surat-pembaca/buruknya-layanan-internet-indihome-telkom>
- IndiHome. (2020a). *Apa Itu IndiHome*. <https://my-indihome.com/blog/apa-itu-indihome-kelebihan-kekurangan/>

- IndiHome. (2020b). *Mengenal Teknologi Fiber Optik, Internet Broadband dan Rekomendasi Paket Terbaik*.
- Ismanto, E. S. H. (2020). *Menurut Pengalaman Saya, Layanan Indihome Tidak Direkomendasikan*. *Mediakonsumen*.  
<https://mediakonsumen.com/2020/05/31/surat-pembaca/menurut-pengalaman-saya-layanan-indihome-tidak-direkomendasikan>
- Ismiulya, F., & Rezioka, D. G. (2022). Analisis Manajemen Pemasaran PAUD. *Jurnal Pendidikan Anak Bunayya*, 8(1), 54–70.
- Jannah, R., Mappatempo, A., & Haanurat, I. (2019). The influence of product quality and promotion on customer satisfaction and its impact on customer loyalty PT. Mahakrya Sejahtera Indonesia. *Prosiding The 3rd Konferensi Internasional Tentang Akuntansi, Bisnis & Ekonomi*, 7(45), 201–206.
- Juniar Rosalina, T., & Rahman, S. (2023). Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Kepercayaan Terhadap Kepuasan Dan Loyalitas Pelanggan Indihome Pt. Telkom Indonesia Pekanbaru. *Jurnal BANSI - Jurnal Bisnis Manajemen Akutansi*, 3(1), 27–45. <https://doi.org/10.58794/bns.v3i1.451>
- Khudhair, H. Y., Jusoh, A., Mardani, A., & Nor, K. M. (2019). Quality Seekers As Moderating Effects Between Service Quality and Customer Satisfaction in Airline Industry. *International Review of Management and Marketing*, 9(4), 74–79. <https://doi.org/10.32479/irmm.8144>
- Kompas. (2021, September 6). *Jumlah Pelanggan IndiHome Milik Telkom Tumbuh 11,4 Persen di Semester I-2021*.  
<https://money.kompas.com/read/2021/09/06/164309226/jumlah-pelanggan-indihome-milik-telkom-tumbuh-114-persen-di-semester-i-2021?page=all>
- Kurniasari, A. (2021). *Pengaruh Kualitas Produk, Kualitas Pelayanan, Emosional, Harga dan Biaya terhadap Loyalitas Nasabah Perbankan Syariah di Bank Muamalat Indonesia Kantor Cabang Kediri* [UIN SATU Tulungagung].  
<http://repo.uinsatu.ac.id/id/eprint/19732>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *Human Systems Management*, 39, 219–232.  
<https://doi.org/10.3233/HSM-190564>
- Lestari, P. (2021). *Layanan Internet IndiHome Selalu Bermasalah*. *Mediakonsumen*.  
<https://mediakonsumen.com/2021/12/07/surat-pembaca/layanan-internet-indihome-selalu-bermasalah>
- Mahendra, R. A. (2021). *Kelebihan dan Kekurangan Layanan Internet IndiHome*. *Harianhaluan.Com*.  
<https://www.harianhaluan.com/lifestyle/pr-101249757/kelebihan-dan-kekurangan-layanan-internet-indihome?page=2>
- Maniam, V. A., & Annamalai, V. (2019). SERVICE QUALITY AND CUSTOMER LOYALTY: MEDIATED BY CUSTOMER SATISFACTION IN THE TELECOMMUNICATION INDUSTRY. *Qualitative and Quantitative Research Review*, 4(1), 1–13.
- Mekel, V. R., Moniharapon, S., & Tampenawas, J. L. A. (2022). The Effect of Service Quality and Consumer Satisfaction on Consumer Loyalty in Manado Gojek Transportation Company. *Jurnal EMBA*, 10(1), 1285–1294.
- Minta, Y. (2018). Link between Satisfaction and Customer Loyalty in the Insurance

- Industry : Moderating Effect of Trust and Commitment. *Journal of Marketing Management*, 6(2), 25–33. <https://doi.org/10.15640/jmm.v6n2a3>
- Muneeb, F. M., Chughtai, M. S., Anjum, U., & Campus, V. (2019). Fostering Employee ' s Service Quality and Customer Satisfaction : Evidence from Emerging Pakistan. *Business Ethics and Leadership*, 3(3), 47–67.
- Murtiawati, M., & Fataron, Z. A. (2020). The Impact of Product Quality and Service Quality on Consumer Loyalty (Case Study of Bandeng Rozal in Bandengan Village, Kendal District, Kendal Regency). *Journal of Islamic Economics, Management, and Business (JIEMB)*, 1(1), 47–118. <https://doi.org/10.21580/jiemb.2019.1.1.3985>
- Musthai, V. . (2019). Planning Marketing Activities of The Enterprise. *Journal SWorld, March*, 89–94. <https://doi.org/10.30889/2523-4692.2019-07-01-018>
- Ndayisenga, J., & Tomoliyus. (2019). Effect of Service Quality and Rates on Satisfaction and Loyalty of Customer Behavior at Fitness. *International Journal of Human Movement and Sports Sciences*, 7(2), 25–32. <https://doi.org/10.13189/saj.2019.070202>
- Nurdiansyah, H., & Rahman, R. S. (2019). *Pengantar Manajemen* (Cetakan I). Diandra Kreatif.
- Oktapiani, K., & Telagawathi, N. L. W. S. (2023). Brand Image Memediasi Word of Mouth terhadap Keputusan Pembelian Produk Indihome di Datel Singaraja. *Jurnal Manajemen Dan Bisnis*, 5(1), 72–79. <https://doi.org/10.23887/pjmb.v5i1.50173>
- Panji, A. (2018). *Indihome Tidak Bertanggung jawab dengan Customer Setianya, Mengecewakan!* *Mediakonsumen*. <https://mediakonsumen.com/2018/05/05/surat-pembaca/indihome-tidak-bertanggung-jawab-dengan-customer-setianya-mengecewakan>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *1988*, 64(1), 12–40.
- Pradnyadewi, L. P. A., & Giantari, I. G. A. K. (2022). Effect of E-Service Quality on Customer Satisfaction and Customer Loyalty on Tokopedia Customers in Denpasar. *European Journal of Business and Management Research*, 7(2), 200–204.
- Pratama, Y., Fachrurazi, & Sani, I. (2023). Prinsip Dasar Manajemen Pemasaran (Analisis dan Strategi di Era Digital). In *Eureka Media Aksara* (Vol. 135, Issue 4). Eureka Media Aksara.
- Prayogi, A., Purwati, A. A., Komardi, D., Rusilawati, E., & Sandria, W. (2021). THE EFFECT OF TASTE IMAGE PRODUCT, SERVICE QUALITY, CORPORATE IMAGE AND SATISFACTION ON LOYALTY AT BAKSOMATARAM. *LUCRUM: Jurnal Bisnis Terapan*, 1(1), 62–73.
- Prayogo. (2019). *Pengalaman Ganti Modem Indihome Rusak >> Baru*. Webaik. <https://www.webaik.com/2019/03/pengalaman-ganti-modem-indihome-rusak-jadi-baru.html>
- Primadany, F. M., Fauzi, A., & Ginting, P. (2021). Building Customer Loyalty through Service Quality and Customer Trust with Customer Satisfaction as an Intervening Variable (Empirical Study at PT. Bank Cimb Niaga Medan

- Pemuda). *International Journal of Research and Review*, 8(11), 240–245.
- Putra, R. C., Razak, I., Indratjahyo, H., & Kusuma, H. W. (2022). The Effect of Service Quality and Brand Image On Customer Loyalty with Customer Satisfaction as A Mediation Variable: Case Study of Bank Bri Branch Office Jakarta Kemayoran. *Journal Of Humanities And Social Science (IOSR-JHSS)*, 1(1), 10–18. <https://doi.org/10.47742/jhssr.v1n1p2>
- Putri, N. S., & Sarwoko, E. (2022). Service Quality, Experiential Marketing dan Customer Satisfaction Pengguna Gojek. *Jurnal Studi Manajemen Dan Bisnis*, 9(1), 78–84. <https://doi.org/10.21107/jsmb.v9i1.15033>
- Rachmad, Y. E., Sudiarti, S., Turi, L. O., Fajariana, D. E., Kisworo, Y., Susilawati, E., Juminawati, S., & Sukrisno, A. (2022). *Manajemen Pemasaran*. Eureka Media Aksara.
- Rachmawati, N. P., & Santika, I. W. (2022). The Role of Satisfaction in Mediation the Influence of Product Quality on Customer Loyalty of Face-Makeup Products. *European Journal of Business and Management Research*, 7(1), 52–56. <https://doi.org/10.29244/jcs.7.1.68-82>
- Rahmadani, F., Suardana, I. M., & Samudra, H. (2019). PENGARUH KUALITAS PELAYANAN, PRODUK, HARGA DAN LOKASI TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA UD. EVA GROUP MATARAM. *Valid Jurnal Ilmiah*, 16(1), 123–135.
- Rahmawati, R., & Sentana, I. P. E. (2021). The Effect of Product Quality on Customer Loyalty with the Mediation of Customer Satisfaction. *International Journal of Managerial Studies and Research*, 9(2), 22–32. <https://doi.org/10.20431/2349-0349.0902004>
- Rahmawati, T., & Widaningsih, S. (2022). INFLUENCE OF PRODUCT QUALITY ON INDIHOME CUSTOMER SATISFACTION 2021 AT PT TELKOM INDONESIA WITEL SUKABUMI. *E-Proceeding of Applied Science*, 8(1), 1–8.
- Razak, A., Amrusi, Husna, A., Musfiana, & Mustofa, A. (2021). BLACK COFFEE SHOP CUSTOMER SATISFACTION BASED ON PRODUCT QUALITY AND SERVICE. *Journal of Economics Education and Entrepreneurship*, 2(2), 44–48.
- Rivai, J., & Zulfitri. (2021). The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies*, 3(2), 31–42. <https://doi.org/10.32996/jbms.2021.3.2.4>
- Rizaty, M. A. (2022). *Persentase Pengguna Internet di Jakarta Tertinggi pada 2021*. DataIndonesia.Id. <https://dataindonesia.id/digital/detail/persentase-pengguna-internet-di-jakarta-tertinggi-pada-2021>
- Rizki, D. (2021). *Pelayanan Costumer Service Buruk dan Mengecewakan, Konsumen Indihome Gagal Sampaikan Keluhan*. Wartakota. <https://wartakota.tribunnews.com/2021/04/14/pelayanan-costumer-service-buruk-dan-mengecewakan-konsumen-indihome-gagal-sampaikan-keluhan?page=2>
- Roffin, E., Liberty, I. A., & Pariyana. (2021). *Populasi, Sampel, Variabel dalam*



- Penelitian Kedokteran* (M. Nasrudin (ed.)). NEM. [https://www.google.co.id/books/edition/POPULASI\\_SAMPEL\\_VARIABEL\\_DALAM\\_PENELITIAN/ISYrEAAAQBAJ?hl=en&gbpv=1](https://www.google.co.id/books/edition/POPULASI_SAMPEL_VARIABEL_DALAM_PENELITIAN/ISYrEAAAQBAJ?hl=en&gbpv=1)
- Rua, S., Saldanha, E. D. S., & Amaral, A. M. (2020). Examining the Relationships among Product Quality, Customer Satisfaction and Loyalty in the Bamboo Institute, Dili, Timor-Leste. *Timor Leste Journal of Business and Management*, 2(1), 33–44. <https://doi.org/10.51703/bm.v2i2.28>
- Saefullah. (2020). *Pengaruh Kemajuan Teknologi Komunikasi dan Informasi Terhadap Karakter Anak*. BDK Jakarta. <https://bdkjakarta.kemenag.go.id/berita/pengaruh-kemajuan-teknologi-komunikasi-dan-informasi-terhadap-karakter-anak>
- Sani, I., Karnawati, T. A., & Ruspitasari, W. D. (2024). The Impact of Service Quality on Customer Loyalty Through Customer Satisfaction of PT Multicom Persada International Jakarta. *Dinasti International Journal of Management Science (DIJMS)*, 5(3), 475–485.
- Santoso, M. P., Amalia, S., Zahra, A., & Adji, W. H. (2022). Akses Bandung Barat Pengaruh Pelayanan Keluhan Pelanggan Indihome terhadap Loyalitas Pelanggan PT Telkom Akses Bandung Barat. *Management Studies and Entrepreneurship Journal*, 3(2), 722–730.
- Sari, A. G. N. K. (2022). *Pengaruh Kualitas Produk terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Mediasi (Studi pada Pos Ketan Legenda Kota Batu)* [Universitas Muhammadiyah Malang]. <http://eprints.umm.ac.id/id/eprint/87343>
- Sastrawati, M., Darsono, N., & Tabrani, M. (2020). THE EFFECT OF BRAND AWARENESS, PRODUCT KNOWLEDGE AND PRODUCT QUALITY ON PURCHASE DECISIONS AND ITS IMPACT ON CONSUMER LOYALTY IN MOORLIFE PRODUCTS IN BANDA ACEH CITY, INDONESIA. *International Journal of Business Management and Economic Review*, 3(01), 60–69.
- Selvia. (2018). Dampak Perkembangan Teknologi Ditinjau dari Aspek Pendidikan, Marketing dan Organisasi. In *Fakultas Teknik Universitas Sumatera Utara* (Issue 1). <http://repositori.usu.ac.id/handle/123456789/41937>
- Senjaya. (2019). *Kecepatan Internet Telkom IndiHome Tidak Sesuai dengan Paket*. MediaKonsumen. <https://mediakonsumen.com/2019/12/12/surat-pembaca/kecepatan-internet-telkom-indihome-tidak-sesuai-dengan-paket>
- Silas, G., Dung, G. P., & Bagobiri, E. (2022). Service Quality and Customer Loyalty: The Mediating Effect of Customer Brand Identification in the Nigerian Hospitality Industry. *International Journal of Marketing & Human Resource Research*, 3(1), 38–51.
- Slack, N. J., & Singh, G. (2020). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction: Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558. <https://doi.org/10.1108/TQM-07-2019-0187>
- Steven. (2022). Manajemen Pemasaran Teori Dan Implementasi. In *Eureka Media Aksara* (Vol. 5, Issue 3).
- Sujarweni, W., & Utami, L. R. (2019). *The Master Book Of SPSS*. Anak Hebat

- Indonesia.  
[https://www.google.co.id/books/edition/The\\_Master\\_Book\\_of\\_SPSS/KdjyDwAAQBAJ?hl=en&gbpv=0](https://www.google.co.id/books/edition/The_Master_Book_of_SPSS/KdjyDwAAQBAJ?hl=en&gbpv=0)
- Sukma, N. P. C. D., Baihaqi, I., & Wibawa, B. M. (2020). Identifikasi Karakteristik Pelanggan: Pengembangan Persona Pelanggan Layanan Penanganan Gangguan Indihome PT Telkom Witel Surabaya Selatan. *Jurnal Teknik ITS*, 9(1). <https://doi.org/10.12962/j23373539.v9i1.50327>
- Sulaiman, S. M., Muhammad, M. A., & Muhammad, A. D. (2021). Mediating Role of Customer Satisfaction between Service Quality and Customer Loyalty with Non-Interest Bank in Nigeria. *International Journal of Islamic Economics and Finance (IJIEF)*, 4(January), 1–30.
- Sulistiyono, S. T. (2021). *Kabel IndiHome Ganggu Lingkungan Rumah, Ini Alur Pengaduannya*. Tribunnews. <https://www.tribunnews.com/techno/2021/10/07/kabel-indihome-ganggu-lingkungan-rumah-ini-alur-pengaduannya>
- Suryani, N. K., Riswandi, P., & Imanudin, H. (2021). *Pengantar Manajemen dan Bisnis*. Widina Bhakti Persada Bandung.
- Susilowati, Y., & Yasri. (2019). The Effect of Service Quality and Customer Satisfaction Toward Word of Mouth Intention. *Advances in Economics, Business and Management Research*, 64, 677–685.
- Swarjana, I. K. (2022). *Populasi-Sampel, Teknik Sampling & Bias dalam Penelitian* (E. Risanto (ed.)). ANDI. [https://www.google.co.id/books/edition/POPULASI\\_SAMPEL\\_TEKNIK\\_SAMPLING\\_BIAS\\_DAL/87J3EAAAQBAJ?hl=en&gbpv=1](https://www.google.co.id/books/edition/POPULASI_SAMPEL_TEKNIK_SAMPLING_BIAS_DAL/87J3EAAAQBAJ?hl=en&gbpv=1)
- Taherdoost, H. (2019). What Is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale / Attitude Scale / Likert Scale. *International Journal of Academic Research in Management (IJARM)*, 8(1). [https://www.researchgate.net/publication/343994538\\_What\\_Is\\_the\\_Best\\_Response\\_Scale\\_for\\_Survey\\_and\\_Questionnaire\\_Design\\_Review\\_of\\_Different\\_Lengths\\_of\\_Rating\\_Scale\\_Attitude\\_Scale\\_Likert\\_Scale](https://www.researchgate.net/publication/343994538_What_Is_the_Best_Response_Scale_for_Survey_and_Questionnaire_Design_Review_of_Different_Lengths_of_Rating_Scale_Attitude_Scale_Likert_Scale)
- Tony, K. (2017). *Kecewa Berat dengan Telkom 147 Indihome Fiber*. Mediakonsumen. <https://mediakonsumen.com/2017/01/23/surat-pembaca/kecewa-berat-telkom-147-indihome-fiber>
- Tribunnews. (2021, May 31). *IndiHome Catat Kenaikan 1 Juta Pelanggan Baru Selama Tahun 2020*. <https://www.tribunnews.com/bisnis/2021/05/31/indihome-catat-kenaikan-1-juta-pelanggan-baru-selama-tahun-2020>
- Ulfah, A. K., Razali, R., & Rahman, H. (2022). *Ragam Analisis Data Penelitian (Sastra, Riset dan Pengembangan)* (S. R. Wahyuningrum (ed.); 1st ed.). IAIN Madura Press. [https://www.google.co.id/books/edition/RAGAM\\_ANALISIS\\_DATA\\_PENELITIAN\\_Sastra\\_Ri/WpSdEAAAQBAJ?hl=en&gbpv=1](https://www.google.co.id/books/edition/RAGAM_ANALISIS_DATA_PENELITIAN_Sastra_Ri/WpSdEAAAQBAJ?hl=en&gbpv=1)
- Umar, M., Wahyudi, I., Damanik, D., Purba, E., Ruswandi, W., Febrian, W. D., Putra, I. G. C., & Yuliasuti, I. A. N. (2022). *Metodologi Penelitian Manajemen* (Cetakan Pe). PT Global Eksekutif Teknologi.

- [https://www.google.co.id/books/edition/Metodologi\\_Penelitian\\_Manajemen/VrmYEAAAQBAJ?hl=en&gbpv=1](https://www.google.co.id/books/edition/Metodologi_Penelitian_Manajemen/VrmYEAAAQBAJ?hl=en&gbpv=1)
- Wahjoedi, T., Harjanti, W., & Rahayu, S. (2022). Product Quality and Price Perception on Customer Loyalty Mediated by Customer Satisfaction. *World Journal of Advanced Research and Reviews*, 14(2), 14–2. <https://doi.org/10.30574/wjarr.2022.14.2.0486>
- Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 1–9. <https://rpajournals.com/ithj>:<https://rpajournals.com/ithj>
- We Are Social. (2022). *Number of Internet Users in Indonesia (2018-2022)*. [https://www.researchgate.net/figure/Number-of-Internet-Users-in-Indonesia-2018-2022-source-we-are-social-2022\\_fig1\\_360589057#:~:text=According to We Are Social's,in Indonesia in early 2022.](https://www.researchgate.net/figure/Number-of-Internet-Users-in-Indonesia-2018-2022-source-we-are-social-2022_fig1_360589057#:~:text=According to We Are Social's,in Indonesia in early 2022.)
- Wibowo, B. P. (2022). *Ketidakkonsistenan Informasi dari Masing-Masing Team dan Kendala Pemasangan Baru IndiHome*. *Mediakonsumen*. <https://mediakonsumen.com/2022/08/29/surat-pembaca/ketidakkonsistenan-informasi-dari-masing-masing-team-dan-kendala-pemasangan-baru-indihome>
- Wibowo, Y. G., Wulandari, R. H., & Qomariah, N. (2021). Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare. *Journal of Economics, Finance and Management Studies*, 04(07), 978–986. <https://doi.org/10.47191/jefms/v4-i7-11>
- Widodo, T., & Jauhari, R. (2023). The influence of the Service Quality dimension on Attitudinal Loyalty and Behavioral Loyalty moderated by the Level of Internet Usage and switching costs study case on Indihome in Indonesia. *Jurnal Ekonomi Bisnis & Entrepreneurship*, 13(1), 35–45. <https://doi.org/10.55208/jebe.v17i1.327>
- World Bank. (2021). *IndiHome Mendominasi Pasar Internet Fixed Broadband di Indonesia*. <https://databoks.katadata.co.id/datapublish/2021/07/30/indihome-mendominasi-pasar-internet-fixed-broadband-di-indonesia>
- Yakin, N. (2022). *Eksistensi Transportasi Konvensional (Ojek) dan Transportasi Online (Gojek) terhadap Kenyamanan Pelanggan (Studi Komparatif Ojek Konvensional dan Ojek Online di Kota Palopo)* [Institut Agama Islam Negeri Palopo]. <http://repository.iainpalopo.ac.id/id/eprint/4567/1/NURAINUL YAKIN.pdf>
- Yatma, W. A., Rimawan, E., & Setiyadi, A. (2020). QUALITY OF SERVICE TO CUSTOMER SATISFACTION AND LOYALTY TO THE ONLINE TRANSPORTATIONS (GOJEK) IN INDONESIA POST-PANDEMIC COVID 19. *International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)*, 10(3), 7749–7760.
- Yauwerissa, L., & Putra, J. S. (2021). The Effect of Service Quality and Customer Relationship Management Towards Customer Loyalty (Case Study on Customer GTT Café Mojokerto). *International Journal of Review Management, Business, and Entrepreneurship (RMBE)*, 1(2), 339–345.
- Yongky. (2018). *Tagihan IndiHome tidak Sesuai dengan Kesepakatan*. *Detiknews*.

<https://news.detik.com/suara-pembaca/d-4292920/tagihan-indihome-tidak-sesuai-dengan-kesepakatan>

- Yudi. (2021). *Pelayanan Komplain Indihome Sangat Mengecewakan*. Mediakonsumen. <https://mediakonsumen.com/2021/04/16/surat-pembaca/pelayanan-komplain-indihome-sangat-mengecewakan>
- Yuningrum, H., Muyassarah, M., & Astuti, R. D. (2020). Effect of Service Quality, Product Quality, and Trust In Customer Satisfaction (Case Study at Bank BRI Syariah KCP Kendal). *Journal of Islamic Finance and Banking*, 2(2), 139–156. <https://doi.org/10.21580/al-arbah.2020.2.2.7425>
- Zahra, A. C., Suharto, & Subagja, D. I. K. (2021). The Effect of Product Quality and Price Policy On Consumer Loyalty Through the Variables of Customer Satisfaction Ulamm Pt. Permodalan Nasional Madani (Persero) Bekasi Branch. *International Journal of Business and Applied Social Science (IJBASS)*, 7(9), 34–39.
- Zameer, H., Wang, Y., Yasmeen, H., & Ahmed, W. (2019). Modeling the Role of Service Quality, Customer Satisfaction and Customer Loyalty in Building Service Brand Equity. *International Journal of Asian Business and Information Management*, 10(2), 55–72. <https://doi.org/10.4018/IJABIM.2019040103>
- Zulkarnain, R., Taufik, H., & Ramdansyah, A. D. (2020). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel Intervening ((Studi Kasus Pada PT Bank Syariah Mu'amalah Cilegon). *Jurnal Manajemen Dan Bisnis*, 2(1), 87–110. <http://ejournal.lppm-unbaja.ac.id/index.php/jmb/article/view/816>

*Mencerdaskan dan  
Memartabatkan Bangsa*