

ABSTRACT

Water, as a vital element needed by all living entities, including humans, is an irreplaceable basic need in today's global ecosystem. Its presence has a crucial role in maintaining human survival. As a result, overall responsibility for water management falls on the government as the main regulator in this matter.

The basis for conducting this research is because there is a research gap and to strengthen theories regarding digital marketing on customer satisfaction as well as digital marketing and customer satisfaction on company image. The research method used is "explanatory research" which highlights the influence of research factors through hypothesis testing. Researchers distributed 180 questionnaires to 180 respondents from the lottery. One hundred and thirty questionnaires were then examined for completeness to show that only 151 questionnaires had data suitable for use for research.

The research results show that to increase PDAM customer loyalty, an appropriate marketing method is needed, namely using digital marketing methods. Customer loyalty is built based on two variables, namely customer satisfaction and company image. The increasing number of customer complaints shows a decreasing level of customer satisfaction at PDAM Semarang Regency. Efforts to reduce customer complaints are carried out through communication with customers.

Keywords: Digital Marketing, Customer Satisfaction, Company Image, Customer Loyalty