

ABSTRACT

The development of the telecommunications industry in Indonesia encourages internet service providers to continuously innovate and optimize their marketing strategies to maintain competitiveness. One of the leading internet service providers, Indihome, faces intense competition, particularly in service innovation and the effectiveness of digital marketing. This study aims to analyze the effect of innovativeness and digital marketing on marketing performance, with brand awareness serving as a mediating variable. A quantitative approach was employed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method to examine the relationships among variables. A total of 400 data points were collected through questionnaires distributed to Indihome users in Central Java using purposive sampling. The results indicate that both innovativeness and digital marketing strategies have a positive and significant effect on brand awareness. Furthermore, brand awareness is proven to mediate the relationship between innovativeness and digital marketing and marketing performance. Therefore, companies should focus on enhancing product innovation and distributing engaging digital content to increase brand awareness and ultimately strengthen marketing performance. This study provides theoretical contributions to marketing literature by validating the Brand Equity Theory in the context of the telecommunications industry, and offers practical insights for marketing decision-makers at Indihome in developing consumer-oriented digital strategies.

Keywords: *innovativeness, digital marketing, brand awareness, marketing performance*