

ABSTRACT

As the increase in information technology where the internet is being part of them, thus emerging competition among internet service provider telecommunication companies, so this research is aiming to know The Influence of Service Quality, Customer Value, and Experiential Marketing on Indihome Customer Satisfaction in Semarang. The variables used in this research are Service Quality, and Customer Value. This research has Experiential Marketing as independent variables and customer satisfaction as the dependent variable.

The population used in this study are Indihome customers who live Semarang. The number of samples used in the study was 100 respondents. The sampling method used in this research is a non-probability sampling method with a purposive sampling technique. Furthermore, the data collection method was carried out using a questionnaire which was analyzed using the Statistical Package for Social Sciences (SPSS).

The results of research on customers indicate that Service Quality, Value, and Marketing Experience have a positive and significant impact on Customer Satisfaction.

Key words : *the quality of service, the value of customers, and experiential marketing, customer satisfaction*