

**THE INFLUENCE OF DIGITAL INNOVATION, PRODUCT QUALITY
AND SERVICE QUALITY ON CUSTOMER SATISFACTION
(AN EMPIRICAL STUDY IN TELKOMSEL YOGYAKARTA)**

***PENGARUH INOVASI DIGITAL, KUALITAS PRODUK
DAN KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN
(STUDI EMPIRIS DI TELKOMSEL YOGYAKARTA)***

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2024

STATEMENT

Hereby do i,

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States that the thesis entitled “THE INFLUENCE OF DIGITAL INNOVATION, PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION (AN EMPIRICAL STUDY IN TELKOMSEL Yogyakarta)” there is no work that has ever been submitted for obtaining a bacheior's degree at a university. To the best of the author's knowledge, no works or opinions have been or may be published by other authors except those written as references in the manuscript and mentioned in the bibliography.

Yogyakarta, 5 June 2024



Alva Fatkhan Adetya

DEDICATION

Alhamdulillah rabbi 'alamin. All praise and gratitude are due to Allah SWT, the Most Compassionate, the Most Merciful. With all His grace and ease, this thesis was completed well and on time. Thank you to all those who have given encouragement and enthusiasm to the author so that the author gets a bachelor's degree. With humility, the author final project is dedicated to:

1. My beloved parents, thank you for all the love, support, and sacrifices you have made for me since childhood. You are the main pillars of my life and the best benefactors I could ever have, both morally and financially. No words can truly express how grateful I am to have parents like you. This achievement would not be possible without your love, prayers, and unwavering support.
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FOREWORD

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Despite the fact that the author has invested a lot of effort into putting together this thesis manuscript, there are, of course, still certain aspects of this preparation that may be enhanced. Because of this, the author finds it valuable when they receive recommendations and criticism that is helpful from all parties. By considering this, the author has high expectations that this thesis document will be of assistance and deliver information to everyone.

Yogyakarta, 5 June 2024

A handwritten signature in black ink, appearing to read 'Alva Fatkhan Adety', written in a cursive style.

Alva Fatkhan Adety

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