

# ANALISIS DIGITAL MARKETING PADA PT TELKOM WITEL YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan menganalisis *digital marketing* pada produk Indibiz milik PT Telkom Witel Yogyakarta. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Data yang digunakan data primer yang diperoleh melalui kuesioner dengan sampel 96 pelanggan Indibiz. Hasil perhitungan *arithmetic mean* pada indikator *Accessibility* 2,33, *Informativeness* 1,57, *Interactivity* 2,68, *Credibility* 3.89, dan *Irritation* 3.93. Hasil perhitungan rata-rata variabel *digital marketing* 2,88 Hasil penelitian ini menunjukkan penerapan *digital marketing* pasca-digitalisasi masih menghadapi kendala pada aspek *accessibility* dan *informativeness* yang dapat berdampak pada *customer experience* dan persepsi pelanggan. Oleh karena itu, diperlukan perbaikan untuk meningkatkan pengalaman pelanggan dalam menggunakan layanan Indibiz.

**Kata Kunci:** *Customer Experience, Digital Marketing, Indibiz.*

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## **DIGITAL MARKETING ANALYSIS AT PT TELKOM WITEL YOGYAKARTA**

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### ***Abstract***

*This study aims to analyze the impact of digital marketing on Indibiz products owned by PT Telkom Witel Yogyakarta. A quantitative methodology was employed, utilizing primary data collected through a questionnaire administered to a sample of 96 Indibiz customers. The results of the arithmetic mean calculations for the indicators are as follows: Accessibility (2.33), Informativeness (1.57), Interactivity (2.68), Credibility (3.89), and Irritation (3.93). The overall average for the digital marketing variable was 2.88. These findings indicate that the implementation of digital marketing post-digitalization still faces challenges related to accessibility and informativeness, which can negatively impact customer experience and perception. Therefore, improvements are needed to enhance the customer experience when using Indibiz services.*

***Keywords:*** *Customer Experience, Digital Marketing, Indibiz.*