

Supplementary Materials

Table S1. Digital touchpoint usage experience section of the questionnaire

I. Visibility		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
1	I receive information about IndiHome in a timely manner using MyIndihome							
2	I receive relevant information regarding IndiHome products/services by using myIndiHome							
II. Persistence		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
3	I can see the current IndiHome product/service package options by using myIndiHome							
4	I can track the history of previous IndiHome product/service package choices by using myIndiHome							
III. Interactivity		Scale						
No	Statements	SD	D	TD	N	TA	A	SA
5	I have the freedom to control the functions of the myIndiHome application. For example, deciding whether to receive messages from the application.							
6	I can establish two-way communication with Telkom via the myIndiHome application							
7	I can access information instantly when I click on a link in the myIndiHome application.							
IV. Association		Scale						
No	Statements	SD	D	TD	N	TA	A	SA
8	I can use the myIndiHome application anytime and anywhere							
9	I feel calm because myIndiHome can help find the nearest Plasa Telkom location and information about IndiHome or Telkom services							
V. Selectivity		Scale						
No	Statements	SD	D	TD	N	TA	A	SA

10	myIndiHome provides better offers through notifications that attract my attention							
11	myIndiHome offers me the option to receive location-sensitive information (e.g., the location of the nearest Plasa Telkom)							

Table S2. Digital engagement section of the questionnaire

I. Cognitive Processing		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
12	I think about IndiHome when using myIndiHome							
13	I often think about Indihome services when using myIndiHome							
14	Using myIndiHome makes me interested in learning more about IndiHome's features.							
II. Affection		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
15	I feel very positive when using myIndiHome							
16	I enjoy using myIndiHome							
17	I am proud to use myIndiHome							
III. Activation		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
18	I have been using myIndiHome longer than other similar applications.							
19	When I use the Internet, I usually use IndiHome							
20	IndiHome is the only Internet product that I always use							

Table S3. Customer satisfaction section of the questionnaire

I. Satisfy Experience		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
21	The new IndiHome installation process via myIndiHome is satisfying							
22	Indihome disruptions complaint handling via myIndiHome is resolved more quickly							
23	Upgrading speed or adding on IndiHome services via the myIndiHome application is very easy							
II. Accurate Decision on Purchase		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
24	Complete product information is available on the myIndiHome application							
25	Product information in the myIndiHome application is easy to understand							
26	I decided to subscribe to IndiHome after reading the product information on myIndiHome							
27	The products provided by myIndiHome are more complete than other similar applications.							
III. Satisfy Purchase Demanding		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
28	I can conveniently subscribe to IndiHome through the myIndiHome application							
29	The myIndiHome application transaction system is safe							
30	Installation speed via the myIndiHome application is better compared to other sales channels							

Table S4. Customer loyalty section of the questionnaire

I. Word of Mouth		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
31	The experience of using IndiHome services exceeded my expectations							
32	The experience of using IndiHome services is very satisfying							
33	I inform my relatives about IndiHome services							
II. Repeat Purchase/Subscription		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
34	I wish to remain an IndiHome customer							
35	I want to add IndiHome services on another location							
36	I will continue to use IndiHome even though other providers offer lower rates							
III. Business Referral		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
37	I recommend my relatives to use IndiHome services							
38	I recommend others to use IndiHome services							
IV. Paying a premium price for desired services		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
39	I am willing to pay a premium price to enjoy IndiHome services.							
40	I am willing to pay a premium price to enjoy other services programmed by IndiHome							
V. Continuance Intention		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
41	I regularly use IndiHome services							
42	I wish to continue using IndiHome services							
43	I feel satisfied every time I use IndiHome services							

VI. Brand Loyalty		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
44	I will suggest my relatives and family to use IndiHome							
45	I wish to continue subscribing to IndiHome							
46	I will recommend Indihome services to others							
VII. Brand Competence		Scale						
No.	Statements	SD	D	TD	N	TA	A	SA
47	I categorize IndiHome as an effective service							
48	I categorize IndiHome as an efficient service							
49	I categorize IndiHome as a competent service							

Noted :SD = strongly disagree, D= disagree, TD = tend to disagree, N = neutral, TA = tend to agree, A = agree, SA = strongly agree