

(Research/Review) Article

The Impact of User Experience, and Word-of-Mouth, with Customer Satisfaction as a Mediating Factor in the Oxygen WiFi Network

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Abstract: This study aims to analyze the influence of User Experience and Word of Mouth on Customer Satisfaction in the Oxygen.id Home service, one of the internet providers in Indonesia. In today's digital era, the quality of internet service is measured not only by connection speed and stability but also by the user's experience when interacting with the service. User Experience encompasses aspects such as ease of use, interface design, responsiveness, and emotional comfort during service usage. A well-designed User Experience can enhance positive perceptions of the service and lead to increased Customer Satisfaction. Customer Satisfaction plays a crucial role as a bridge between User Experience and Word of Mouth. Satisfied customers tend to be more willing to recommend the service to others, either directly or through social media. Word of Mouth serves as a trusted form of organic promotion and has a significant impact on attracting potential new customers. Therefore, Word of Mouth is not only an outcome of good service but also a part of an effective growth strategy in a competitive industry. This study employs a quantitative approach by collecting data through surveys of active Oxygen.id Home users. The analysis results indicate a strong relationship between User Experience, Customer Satisfaction, and Word of Mouth, with Customer Satisfaction acting as a significant mediating variable. These findings emphasize the importance for service providers to continuously optimize User Experience in order to increase customer loyalty and expand market reach through the power of Word of Mouth.

Keywords: User Experience (UX); Customer Satisfaction; Word-of-Mouth (WOM); Oxygen.id Home; Structural Equation Modeling (SEM); Internet Services; Digital Promotion; Customer Loyalty; Mediating Variable; Quantitative Research.

1. Introduction

In the rapidly advancing digital era, the use of data or internet quota has become essential for accessing various online applications and websites. By 2024, more than 220 million people in Indonesia were active internet users. [1] One of the primary tools for utilizing data is WiFi. WiFi, short for Wireless Fidelity, is a data transmission medium that enables fast and wireless exchange of programs and information.[2] As the demand for internet access continues to grow across all segments of society, numerous companies have emerged and are competing to provide WiFi services. One such company operating in this sector is PT. Mora Telematika Indonesia (Moratelindo).

PT. Moratelindo has several subsidiaries, one of which is Oxygen.id Home. Oxygen.id Home is a high-speed internet and cable TV service targeted at residential customers, offering speeds of up to 150 Mbps.[3] In addition to providing WiFi services, Oxygen.id has actively participated in various initiatives across Indonesia, one of which is its support for the Indonesian national eSports team

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(eTimnas) through its internet network. “The most important efforts come from the players’ mentality, their readiness, infrastructure, and a significantly improved internet connection. A stable and fast internet connection is crucial, especially when competing against international teams such as those from New Zealand and Australia. The high speed and stability provided by Oxygen.id have been extremely helpful in achieving our future targets, including the World Cup,” said Abilio Tedja Da Silva Freitas, coach of the Indonesian eSports national team..[4].

According to the data [5], A company based in Lyon, France, that provides comprehensive network analysis reported that CBN and Oxygen.id Home lead the fixed internet market in Indonesia, followed by MyRepublic in third place and IndiHome/Telkom in last. CBN excelled in latency (16.49 ms) and YouTube streaming performance (80.58%), while Oxygen.id Home stood out in download speed (100.09 Mbps), upload speed (90.63 Mbps), and browsing experience (61.02%), earning the highest nPerf score of 97,413 points. MyRepublic showed good latency performance, whereas IndiHome lagged behind its competitors. The data also revealed that most users experienced good to excellent browsing performance, particularly on the Oxygen.id Home network. Support for the Indonesian national eSports team (eTimnas) is one of Oxygen.id's contributions to the national digital ecosystem. This reflects Oxygen.id's technical capability to compete in the internet service market. However, there are still numerous customer complaints regarding service quality. Common issues include slow internet speeds, with the average fixed broadband speed recorded at only around 27.87 Mbps. Additionally, inconsistent service quality across regions results in frequent instability and disruptions. The high cost of internet data plans also remains a major obstacle for many users in accessing the internet optimally.[6]

On the other hand, to understand and meet customer expectations for internet services, the aspect of User Experience becomes an integral part of service quality. User Experience can help companies understand customer needs and desires through features, design structure, ease of product use, and other factors that create a pleasant visual experience, comfort, and satisfaction when customers use the product or service[7]. Fulfilling all user needs is a key factor in creating an optimal user experience[8].Evaluating the user experience allows companies to assess product performance across various areas of application and provides valuable insights for measuring business success from the perspective of the services delivered.

As a continuation of that, User Experience becomes an important indicator in assessing service success and serves as a catalyst for the emergence of organic promotion through Word-of-Mouth (WOM). The ability to attract a large number of customers is a vital factor for the sustainability and success of a company. Responsive services, such as providing prompt responses to customer requests, can significantly enhance Customer Satisfaction[9]. Customer Satisfaction is the evaluation made by consumers toward a product or service, which reflects the extent to which the product or service meets their expectations and needs[10]. Customers will feel satisfied when their expectations are met or even exceeded. As a result, satisfied customers are more likely to share their positive experiences with other users of the service[11].

One of the equally important aspects for a company in marketing its products or services is Word of Mouth (WOM). WOM is a promotional method that can shape customer expectations of a product. Additionally, WOM can be defined as a communication process involving individual or group recommendations about a product or service, with the aim of delivering information in a personal manner[12]. The positive impact of Customer Satisfaction shows that the higher the level of customer satisfaction, the greater the likelihood they will spread positive Word of Mouth (WOM) directly, along with their awareness as consumers. Conversely, if the performance of a product or service does not meet customer expectations, negative WOM may arise and potentially harm the company[13]. This is supported by the research findings from [14], [15], [16] which states that Customer Satisfaction has a positive and significant effect on Word of Mouth (WOM). Meanwhile, [17] which mentions that through social media and other communication channels, eWOM generates more than 3 billion brand impressions daily. Therefore, WOM has become an active communication channel that contributes to enhancing customers' social and psychological well-being.[18] .

2. Preliminaries or Related Work or Literature Review

2.1. User Experience

User experience has emerged as a highly important concept in the fields of design and interaction, emphasizing the need for user-centered design. As defined by [19] User Experience encompasses various elements, including effectiveness, practicality, and emotional impact, fundamentally highlighting the importance of a user-centered approach in the design of products and services. It is important to recognize that user experience is not just about usability but covers a broader spectrum of user feelings and interactions throughout their journey with the product. According to Sabukunze and Arakaza, enhancing user experience translates into better satisfaction through effective design, particularly in mobile applications, where smooth interactions greatly influence user engagement. [20]. Therefore, designing with careful attention to the user experience is crucial to achieving higher user satisfaction and retention.

Further exploration of user experience reveals deeper insights into its complex and multifaceted nature. As stated by Hayati, user experience is greatly influenced by users' emotional responses, highlighting the need to align product design with users' needs and preferences. [21]. Moreover, user experience is a complex interaction between subjective experiences, including feelings, perceptions, and the intended functionality of the product. [22]. This dynamic aspect emphasizes the importance of creating products that not only adapt to users' functional needs but also to their emotional context. When interacting with technology, recognizing and addressing these emotional elements is essential to creating a positive user experience, thereby fostering loyalty and long-term engagement with the product.

2.2 Customer Satisfaction

Customer satisfaction is a measure of the extent to which a product or service meets customer expectations. It is the result of consumers' subjective evaluation of their experience using the product, reflecting the alignment between initial expectations and the actual performance of the service received. [23]. They emphasize that satisfaction arises when the outcomes meet or even exceed expectations. This view is supported by [10] which states that customer satisfaction is influenced by the extent to which service consistently meets customers' needs and desires, especially in the context of service-based businesses such as internet services. Thus, satisfaction not only impacts loyalty but also contributes to retention and brand image.

In the context of digital service quality, aspects such as responsiveness and the speed of response to customer needs also serve as important determinants in shaping customer satisfaction. [9] Emphasizing that fast and responsive service plays a significant role in enhancing customer satisfaction, especially in the banking industry and technology-based services. [11] Adding that customer satisfaction is an essential prerequisite for building customer loyalty and strengthening long-term relationships. Their study shows that companies that effectively handle complaints increase the chances of creating satisfied and loyal customers. This also applies to internet services, where customer satisfaction can trigger positive promotion through Word-of-Mouth.

2.3 Word-of-Mouth

Word-of-mouth (WOM) is a powerful form of communication where consumers share information, opinions, and experiences about products, services, or brands with others. WOM is considered one of the most influential sources of information because it is perceived as more trustworthy and credible compared to traditional advertising. Recent research confirms that WOM continues to play an important role in shaping consumer attitudes and behavior, as individuals tend to rely on personal recommendations from friends, family, or colleagues when making purchasing decisions [24]. This interpersonal influence is amplified when consumers encounter uncertainty or insufficient information regarding a product or service. [25]. Word-of-mouth also significantly influences brand awareness and customer acquisition, as positive recommendations often drive increased trials and adoption of products by new consumers. [26]. Furthermore, word-of-mouth significantly contributes to building brand loyalty, as satisfied customers are more likely to share their positive experiences with others, thereby enhancing consumer engagement with the brand. [27].

2.4 The Relationship Between User Experience and Word-of-Mouth

User Experience and word-of-mouth have a close relationship, as positive user experiences often lead to increased word-of-mouth behavior. Research by [28] highlights that consumers with greater internet experience are more inclined to participate in electronic word-of-mouth, underscoring the pivotal role of User Experience in influencing consumers' willingness to share their opinions online. Moreover, experiential marketing has been demonstrated to affect word-of-mouth through customer satisfaction as a mediating factor, suggesting that delivering memorable and engaging user experiences can naturally stimulate organic word-of-mouth recommendations. [29]. These findings underscore the importance of word-of-mouth in driving word-of-mouth behavior by enhancing satisfaction and engagement.

Furthermore, User Experience serves as a mediator in the relationship between perceived value and word-of-mouth. A study by [30] found that customer experience, as part of User Experience, plays a crucial mediating role between perceived utilitarian and social value and Word-of-Mouth behavior. This indicates that enhancing word-of-mouth can amplify the impact of perceived value on word-of-mouth outcomes. Similarly [31] explored word-of-mouth attributes such as information usefulness and interaction, revealing that these characteristics are influenced by the quality of the user experience provided by online platforms. Together, these studies indicate how word-of-mouth directly affects word-of-mouth by shaping consumer perceptions, satisfaction, and trust.

2.5 The Relationship Between User Experience and Customer Satisfaction

User Experience and Consumer Satisfaction have a close relationship, as User Experience significantly influences how customers perceive and evaluate a product or service. Similarly, [32] found that performance expectancy—how well users believe a system will function—directly affects satisfaction, especially for experienced users. These findings suggest that enhancing User Experience features such as usability and efficiency can lead to higher levels of consumer satisfaction. Additionally, User Experience design acts as a mediator in shaping customer satisfaction through usability and trust. A study by [33] revealed that design elements of shopping websites, including navigation and information design, significantly influence usability, which in turn drives satisfaction. Research shows that usability contributes 92.9% to satisfaction, highlighting the importance of a well-designed interface in enhancing user experience. [32] showing that trust is another critical factor influenced by User Experience, which further strengthens the relationship between Consumer Satisfaction and repurchase intention. Together, these studies highlight the important role of User Experience in driving consumer satisfaction and loyalty.

2.6 The Relationship Between Customer Satisfaction and Word-of-Mouth

Customer Satisfaction plays an important role in encouraging positive Word of Mouth (WOM) behavior. Satisfied customers tend to share their positive experiences with others, both directly and through digital platforms. [34] found that in the context of higher education, good service quality increases student satisfaction, which in turn encourages them to recommend the institution to others. Similarly, [35] showing that in the banking sector, customer satisfaction significantly contributes to WOM behavior, strengthening loyalty and the acquisition of new customers. In the app-based service industry, [36] emphasizing that high-quality electronic services enhance customer satisfaction, which in turn motivates them to recommend the service to others. [37] also found that in the hospitality industry, positive customer experiences and good service quality increase satisfaction, which then mediates the effect on WOM. Furthermore, [38] highlighting that in the context of online retail, high-quality electronic service enhances customer satisfaction, which in turn strengthens their intention to recommend products or services to others. Overall, contemporary literature indicates that customer satisfaction is a key factor in shaping and reinforcing positive WOM behavior across various industry sectors.

3. Proposed Method

This study employs a causal associative research design with a quantitative approach to analyze the influence of user experience and word-of-mouth on customer satisfaction, as well as the mediating role of customer satisfaction in the Oxygen WiFi Network service. Data were collected through an online questionnaire distributed to 175 respondents who are active users of Oxygen.id Home. The

research instrument used a Likert scale ranging from 1 to 5, where 1 indicates ‘Strongly Disagree’ and 5 indicates ‘Strongly Agree.’

The population in this study consists of all users of Oxygen.id Home, with purposive sampling as the sampling technique. The selected respondents are individuals aged 17 to 45 who have used Oxygen.id Home services for at least the past six months. The questionnaire was distributed online through social media and Oxygen.id Home user communities. To develop and test the studied model, Structural Equation Modeling (SEM) was used with the SmartPLS analysis tool, which enables the analysis of relationships between variables while accounting for potential measurement errors [39]. In the study [40] The indicators of user experience include attractiveness, clarity, efficiency, dependability, stimulation, and novelty. The Customer Satisfaction variable in this study refers to the measurement of customer satisfaction, which consists of four items: expectations, performance, comparison, confirmation, and disconfirmation. It assesses customers’ evaluation of Oxygen.id Home services in meeting their expectations and needs. Customer satisfaction refers to the measurement of customer satisfaction [23], which includes the indicators: expectation, performance, comparison, confirmation, and discrepancy. Word of Mouth (WOM) is defined as a promotional method that sets customer expectations for a product. WOM can also be understood as a communication process involving recommendations from individuals and groups about a product or service, aimed at providing personalized information [12]. The indicators for the Word of Mouth variable in this study consist of 3 items. [41] referring to sharing positive information, giving recommendations, and providing encouragement.

4. Results and Discussion

RESULTS

Respondent Characteristics

Tabel 1. Respondent Characteristics

Category	Item	f	%
Gender	Male	77	44%
	Female	98	56%
Total		175	100%
Age	17 – 25 Years	113	65%
	26 – 35 Years	49	28%
	36 – 44 Years	12	7%
	45 Years	1	1%
Total		175	100%
Latest Education	Elementary School or Equivalent	0	0%
	Junior High School or Equivalent	0	0%
	Senior High School/Vocational School or Equivalent	86	49%
	Diploma/Bachelor’s Degree	79	45%
	Postgraduate (Master’s/Doctorate)	10	6%
Total		175	100%
Monthly Income	Less than Rp 3 million	24	14%

	Rp 3 million to Rp 5 million	51	29%
	More than Rp 5 million to Rp 8 million	31	18%
	More than Rp 8 million to Rp 10 million	15	9%
	More than Rp 10 million	11	6%
	Others	43	25%
Total		175	100%

Respondent characteristics are presented in Table 1, comprising a total of 175 respondents. In this study, the majority of respondents were female (56%), aged between 17–25 years (66%), with a senior high school/vocational school education (49%), and a monthly income predominantly ranging from Rp 3 million to Rp 5 million (29.5%).

Measurement Model

Data processing was carried out using a descriptive statistical approach, namely by calculating the mean values. The detailed measurement results are presented in the following table:

Tabel 2. Loading Factor (LF), Composite Reliability (CR), and Average Variance Extracted (AVE)

Variabel	Measurement Items	Outer Loading	Cronbachs Alpha	Composite Reliability	AVE
<i>Customer Satisfaction</i>	CS1	0,866	0,833	0.833	0,749
	CS2	0,866			
	CS3	0,865			
<i>User Experience</i>	UX1	0,783	0,859	0.863	0,640
	UX2	0,833			
	UX3	0,831			
	UX4	0,808			
	UX5	0,741			
<i>Word-of-Mouth</i>	WOM1	0,868	0,829	0,829	0,745
	WOM2	0,847			
	WOM3	0,874			

Based on Table 2 and referring to [39], All variables in the model meet the criteria for reliability and convergent validity. The Cronbach's Alpha values for all constructs are above 0.70: Customer Satisfaction (0.833), User Experience (0.859), and Word-of-Mouth (0.829), indicating that the indicators within each construct are internally consistent. In addition, the Composite Reliability (CR) values also exceed the recommended threshold of 0.70, meaning that these constructs have good composite reliability. The Average Variance Extracted (AVE) values for each construct are also above 0.50: Customer Satisfaction (0.749), User Experience (0.64), and Word-of-Mouth (0.745), indicating that more than 50% of the variance in the indicators is explained by their respective constructs, thus meeting the requirements for convergent validity. Furthermore, the outer loading of each indicator exceeds 0.70, demonstrating a significant contribution to its respective construct. Therefore, the measurement instruments used in this study can be considered valid and reliable.

Tabel 3. Validitas Diskriminan – Kriteria Cross Loadings

	Customer Satisfaction	User Experience	Word Of Mouth
CS1	0,866	0,684	0,710
CS2	0,866	0,734	0,686
CS3	0,865	0,698	0,725
UX1	0,610	0,783	0,612
UX2	0,709	0,833	0,715
UX3	0,636	0,831	0,683
UX4	0,700	0,808	0,708
UX5	0,580	0,741	0,618
WOM1	0,694	0,702	0,868
WOM2	0,679	0,731	0,847
WOM3	0,739	0,732	0,874

Based on the cross-loading table above and referring to the criteria proposed by [39], Discriminant validity has been fulfilled because each indicator has the highest loading value on the construct it is intended to measure. For instance, indicators CS1 to CS3 have the highest loadings on the Customer Satisfaction construct compared to User Experience and Word of Mouth. A similar pattern is observed for indicators UX1 to UX5, which show the highest loadings on the User Experience construct, as well as for indicators WOM1 and WOM3, which have the highest loadings on the Word of Mouth construct. In accordance with [39], Discriminant validity is achieved when an indicator's loading is higher on its designated construct than on any other constructs (cross-loading), which has been consistently demonstrated in this table. Therefore, the measurement instruments used in this study are considered to have good discriminant validity.

Tabel 4. R square:

	R-square	R-square adjusted
Customer Satisfaction	0,659	0,657
WOM	0,755	0,752

Based on the R-square values in the table above and referring to [39], The R-square value for Customer Satisfaction is 0.659 and the adjusted R-square is 0.657, indicating that 65.9% of the variability in Customer Satisfaction can be explained by the independent variables in the model, while the remaining variance is explained by other factors outside the model. Meanwhile, the R-square value for Word of Mouth is 0.755 and the adjusted R-square is 0.752, meaning that 75.5% of the variability in Word of Mouth is explained by the predictor constructs in the model. According to [39], An R-square value of 0.25 is categorized as weak, 0.50 as moderate, and 0.75 as strong. Therefore, both constructs in this model demonstrate good predictive power, with Word of Mouth showing very strong predictive strength, while Customer Satisfaction exhibits moderately strong to strong predictive power. This indicates that the structural model used is adequate in explaining the relationships between the variables.

Tabel 5. Model Fit

	Saturated model	Estimated model
SRMR	0,061	0,061
d_ ULS	0,249	0,249
d_ G	0,183	0,183
Chi-square	180,17	180,17
NFI	0,856	0,856

The SRMR value of 0.061 is below the threshold of 0.08, indicating a good fit. The d_ULS (0.249) and d_G (0.183) values are within acceptable limits for assessing model fit based on the unweighted least squares and geodesic distance methods. The Chi-square value of 180.170 is identical for both the saturated and estimated models, indicating no significant difference between them. In addition, the NFI (Normed Fit Index) value of 0.856 exceeds the minimum threshold of 0.80, which according to [39] indicates that the model has a good level of fit with the data. Therefore, all fit indicators suggest that the model is acceptable for further analysis.

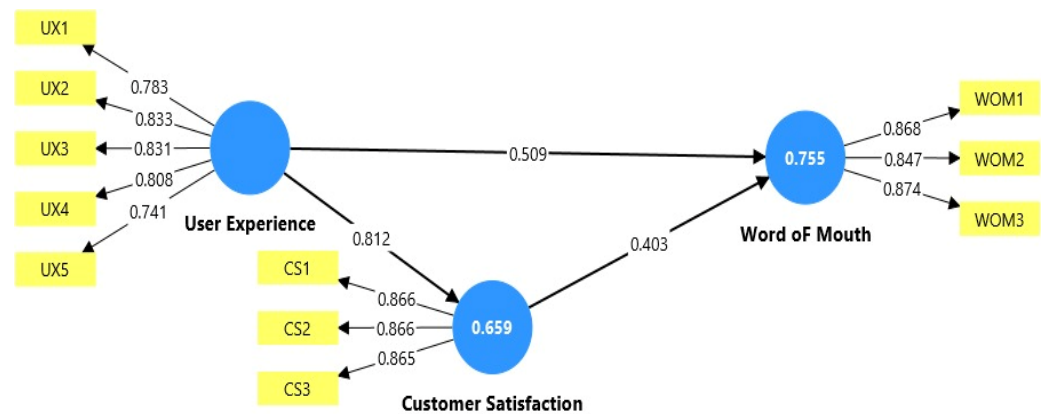


Figure 1. Model Results

Hypothesis Testing

The following summary presents the results of the analysis regarding how the relationships between variables in the proposed model influence the outcomes obtained in this study.

Table 6. Hypothesis testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values
Customer Satisfaction -> WOM	0,403	0,376	0,113	3,573	0,000
User Experience -> Customer Satisfaction	0,812	0,807	0,06	13,497	0,000
User Experience -> WOM	0,836	0,834	0,05	16,835	0,000

Based on the path analysis results in the table above and referring to [39], all relationships between the variables in this model are statistically significant. This is demonstrated by the T-statistic values, all of which exceed the critical value of 1.96 at a 5% significance level, as well as p-values of 0.000 for all paths, indicating high significance ($p < 0.05$). The relationship between User Experience and Customer Satisfaction shows a very strong effect, with a coefficient of 0.812 and a T-statistic of 13.497. Meanwhile, User Experience also has a significant direct effect on Word of Mouth (WOM), with a coefficient of 0.836 and a T-statistic of 16.835. Additionally, Customer Satisfaction significantly influences WOM, with a coefficient of 0.403 and a T-statistic of 3.573. Therefore, all hypotheses in the model are accepted as they meet the significance criteria and demonstrate strong positive effects among the variables.

Tabel 7. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
User Experience ->					
Customer Satisfaction	0,327	0,302	0,091	3,612	0,000
-> WOM					

Based on the mediation effect table above and referring to [39], The mediation path from User Experience through Customer Satisfaction to Word of Mouth (WOM) shows a significant effect. This is demonstrated by a coefficient value of 0.327 with a T-statistic of 3.612, which exceeds the critical value of 1.96 at a 5% significance level, as well as a p-value of 0.000 indicating high significance ($p < 0.05$). These results indicate that Customer Satisfaction significantly mediates the relationship between User Experience and WOM. Therefore, User Experience not only has a direct effect on WOM but also exerts an indirect influence through the enhancement of Customer Satisfaction, which strengthens its total effect on WOM.

5. Discussion

User Experience is a crucial factor in shaping customer satisfaction in internet services. A pleasant and easy experience, supported by an intuitive interface, enhances users' positive perceptions of the service. User Experience designed with attention to emotional comfort, efficiency, and usability has been shown to build customers' confidence in service quality. This is consistent with findings from [7] and [40], which state that User Experience plays an important role in evaluating system performance. Other studies emphasize the importance of design that touches on users' emotional aspects as key to shaping satisfaction perceptions [20], [21]. Visual design elements, easy navigation, and clear information structure further strengthen users' attachment to the service [33]

Furthermore, User Experience has been proven to encourage the formation of Word-of-Mouth (WOM), both in the form of direct and digital recommendations. Users with positive experiences tend to voluntarily share information with others, especially through online platforms. [28] show that the level of internet user experience directly drives the tendency to engage in electronic WOM (eWOM). Additionally, [30] highlight that the social and emotional value perceptions formed through UX can strengthen users' intentions to spread recommendations. Similar findings are reported by [31], who explain that UX attributes such as credibility and interactivity enhance the effectiveness of WOM in digital contexts. With the emergence of social media channels and online forums, users now have broad spaces to share their opinions, as noted in studies by [42], [43]. Customer satisfaction itself serves as an important bridge between User Experience and WOM. In this context, User Experience triggers emotional and cognitive satisfaction, which then motivates consumers to become advocates for the services they use. [44], through the Technology Acceptance Model (TAM), explain that perceptions of usefulness and ease of use increase technology acceptance as well as user satisfaction. [45] add that proper service design can create strong loyalty and motivate consumers to share positive experiences. WOM generated by satisfied customers becomes an effective and trustworthy promotional channel, as described by [46]. Even in social and psychological contexts, WOM can enhance connectedness among users and expand the positive impact on service adoption [18]. Therefore, improving User Experience not only affects customers' perceptions but also serves as a strategy to strengthen recommendation networks organically.

6. Conclusions and Recommendation

Conclusion

This study concludes that User Experience has a significant influence on Customer Satisfaction and Word-of-Mouth (WOM). Customers who have a positive experience using Oxygen.id Home services tend to feel more satisfied, and this satisfaction encourages them to recommend the service to others. Besides the direct effect, User Experience also has an indirect influence on WOM through Customer Satisfaction as a mediating variable. The research model explains 65.9% of the variance in customer satisfaction and 75.5% of the variance in WOM, indicating strong predictive power. This confirms that improving the quality of User Experience is an important strategy to maintain and expand customer loyalty.

Recommendation

Based on the research findings, Oxygen.id Home is advised to continuously enhance the overall quality of User Experience, particularly in user-friendly interface design, speed and ease of service access, and emotional comfort during use. The company should also strengthen human resource competencies, especially in customer service and technical fields, through training focused on understanding user needs and expectations. Additionally, Oxygen.id Home can encourage customer participation in spreading Word-of-Mouth through loyalty programs, digital testimonials, or attractive referral schemes. To maintain optimal service quality, a real-time feedback system should be developed to enable the company to quickly identify and respond to negative user experiences. Finally, Oxygen.id Home needs to make User Experience a core part of its long-term business strategy to create sustainable competitive advantages and strengthen its brand position in the internet service provider industry.

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