

ABSTRACT

The increase in internet penetration in Indonesia has driven increasingly fierce competition in the internet service provider industry. The emergence of new technologies such as Starlink, with its advantages in speed and wide service coverage, poses a challenge for local internet service providers in maintaining their technological competitiveness. This study aims to analyze the influence of managerial relationship capabilities and marketing innovation on technological competitiveness, with customer value as the mediating variable. The study employs a quantitative approach using Partial Least Squares-based Structural Equation Modeling (SEM-PLS). The results indicate that managerial relationship capabilities and marketing innovation do not have a direct effect on technological competitiveness. However, customer value was found to mediate the relationship between managerial relationship capabilities and marketing innovation and technological competitiveness. Furthermore, customer value also has a positive and significant influence on technological competitiveness. These findings indicate that the creation of customer value is a critical factor in enhancing the technological competitiveness of internet service providers amid intensifying industry competition.

Keywords: *technological competitiveness, customer value, marketing innovation, managerial relationship capabilities, Starlink*

