

ABSTRACT

THE ROLE OF DIGITAL EDUCATOR IN IMPROVING CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY AT PT PEGADAIAN KROYA

Being a digital educator in PT Pegadaian means having a role in providing education and training to customers about how to use digital services provided by the company. The digital educator will be the one who explains and guides customers on how to access and use PT Pegadaian's digital applications, Pegadaian Digital Service. In addition, the digital educator can also help customers in terms of registration, transactions and any problems that may be encountered in using digital services. With the presence of a digital educator, it is expected that customers will be able to access PT Pegadaian's digital services more easily and comfortably, thus increasing customer satisfaction and improving operational efficiency.

Keywords: *Digital educator, PT Pegadaian, Education, Digital services*