

CUSTOMER AWARENESS AND EXPECTATION TOWARD MY.TELKOMSEL.COM WEBSITE

Annisa Shafira and Leo Aldianto
School of Business and Management
Institut Teknologi Bandung, Indonesia
annisa.shafira@sbm-itb.ac.id

Abstract-Telkomsel is the first and the largest GSM mobile telecommunication operator in Indonesia. To-help its customers, Telkomsel has Grapari as walk in customer service and <https://my.telkomsel.com> as online customer service. In every day, Grapari always filled by the customer. Existence of my.telkomsel.com has not been able to reduce the amount of density that occurs in Grapari. It would be better if Telkomsel know how much the customers awareness about this MyTelkomsel website, what customers expect from this online customer service, and what kind of promotion can attract their attention.The conclusion of this research is actually there are many customers who aware of my.telkomsel.com as an online customer service from Telkomsel. But Simpati and Kartu As customers who use this website is much lesser than the actives of them. The customers expect that my.telkomsel.com have some features, such as changing and upgrading package limit easier, can buy-pulse, and can block number. Holding event that invites band/singer and promotions via SMS are the most effective communication for Telkomsel's customers. By adding the expected features and doing the promotions that can attract the attention of customers, will make my.telkomsel.com better known and there will be more customers are using it.

Keywords: Service Innovation, Customer awareness and expectation, Online customer service, Communication, Promotion.

Introduction

Nowadays, Mobile phone is an item that must be owned by every one of all ages, education backgrounds, economic levels, and occupation to streamline their daily activities. With a solid routine and practical paced lifestyle, the mobile phone is a much-needed basic goods. But often the mobile phone will crash and require the handling from their provider. If that happens, they will choose to come to the nearest customer service outlets to get their services, although they have a solid routine that can not be abandoned.

PT Palapa Indonesia (Satelindo) appears as the first GSM operator in Indonesia in 1994. On May 26, 1995 established a telecommunications company called Telkomsel, as the second national GSM operator in Indonesia, with joint ownership of Satelindo. Telkomsel launched my.telkomsel.com websites in 2013 to make easier Telkomsel customers who need the service without having to meet face to face. Unfortunately, not many Telkomsel customers who use this website. From 131.5 million customers of Telkomsel, only 148,299 customers who have registered in my.telkomsel.com throughout the first quarter in 2014.

Although only a few customers who register on my.telkomsel.com website, but their number is steadily increasing. This means the number of Telkomsel customers who know and use this website are increasing. This can be an opportunity for Telkomsel to have an online customer service that can

lead an Indonesia's mobile phone provider and increase the effectiveness of customer service services in the future.

Literature Review

Service Innovation

The concept of Service Innovation was first discussed in Miles (1993) and has been developed in the past 2 decades. It is used to refer to many things. These include but not limited to:

1. Innovation in services, in service products – new or improved service products (commodities or public services).
2. Innovation in service processes – new or improved ways of designing and producing services.
3. Innovation in service firms, organizations, and industries – organizational innovations, as well as service product and process innovations, and the management of innovation processes, within service organizations.

Service Innovation can be defined as "a new or considerably changed service concept, client interaction channel, service delivery system or technological concept that individually, but most likely in combination, leads to one or more (re)new(ed) service functions that are new to the firm and do change the service/good offered on the market and do require structurally new technological, human or organizational capabilities of the service organization."

Marketing Mix

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offerings, and is often associated with the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are expanded to the seven P's or eight P's to address the different nature of services.

In the 1990s, the concept of four C's was introduced as a more customer-driven replacement of four P's. The theory based on four Cs by Lauterborn's four Cs are consumer, cost, communication, convenience. Robert F. Lauterborn proposed a four Cs classification in 1990 which is a more consumer-oriented version of the four Ps that attempts to better fit the movement from mass marketing to niche marketing.

Promotion Strategy

Promotion is the method that use to spread the word about the product or service to customers, stakeholders and the broader public.

Once we identified the target market, we'll have a good idea of the best way to reach them, but most businesses use a mix of advertising, sales promotion and public relations to promote their products or services (<http://www.smallbusiness.wa.gov.au/>)

Methods

Methodology is how the author conducts the research and how to analyze the reseach result. The author will explain about the research workflow from the background of study, which gives the statement of the problem to the final conclusion and recommendation. Author using questionnaire as primary data. Reseach design and methodology are shown in figure 1 below.

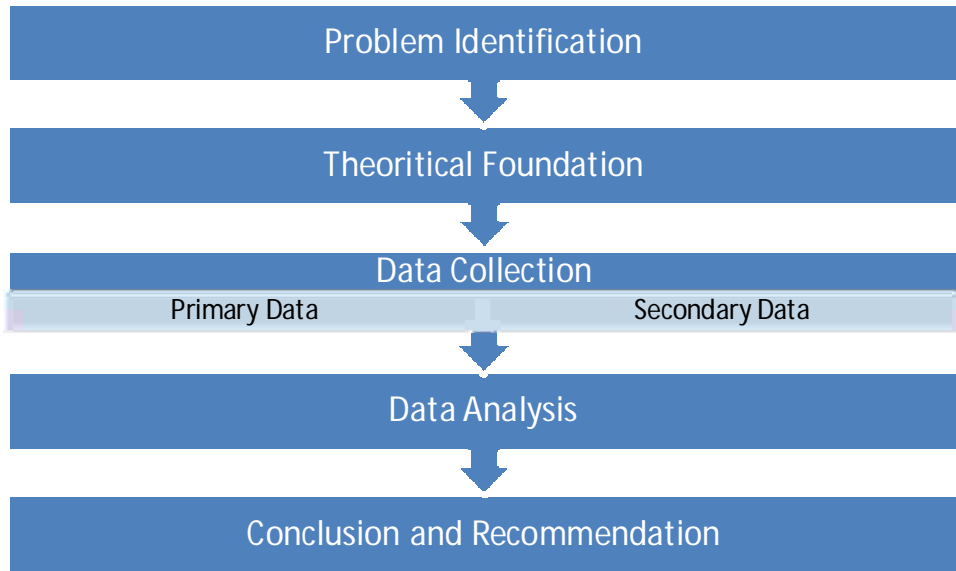


Figure 1. Flowchart of the Business Research Process

This research is using primary data acquired from online questionnaire. The questionnaire respondents of this research are men and women who lived in Bandung and around West Java, age 18-49, and must be Telkomsel's customer. The questionnaire consist of two parts. The first part is about respondent profile and type of customer, the second part is about customer awareness and expectation of my.telkomsel.com sites.

The data was gathered from the distributed questionnaires to the Telkomsel's customer in West Java via online. The online questionnaires through google.doc will be processed directly by Google into the data in Microsoft Excel. But the author still have to recap it one by one to examine again whether the data are recapitulated by google is correct or there is still an error.

The method to determine the number of samples in this research is using the Slovin theory with error of 9% indicated the following formula:

- n = Number of minimum sample
- N = Number of population
- e = Error level that desire

$$n = \frac{N}{1+(Ne^2)}$$

Based on Sloving theory above, the number of minimum sample with population size (N) equal to 11,459,034 and error level of 9% is as follows;

$$n = \frac{11,459,034}{1+(11,459,034 \times 0,9^2)}$$

$$n = 123,45 = 123 \text{ samples}$$

The result of sampling determination is 123 samples. The questionnaire was distributed between 16-30 June 2014. The total data gathered is 151 questionnaire. Author deliberately overstate the number of respondents to avoid sample errors.

Results

Respondent Profile

The respondents profile is filled with respondent's gender, age, occupation, and living place. These profile give an overview and basic image of target segments. The information in respondent's profiles also used to define whether the respondents had already matched the research target respondent or not.

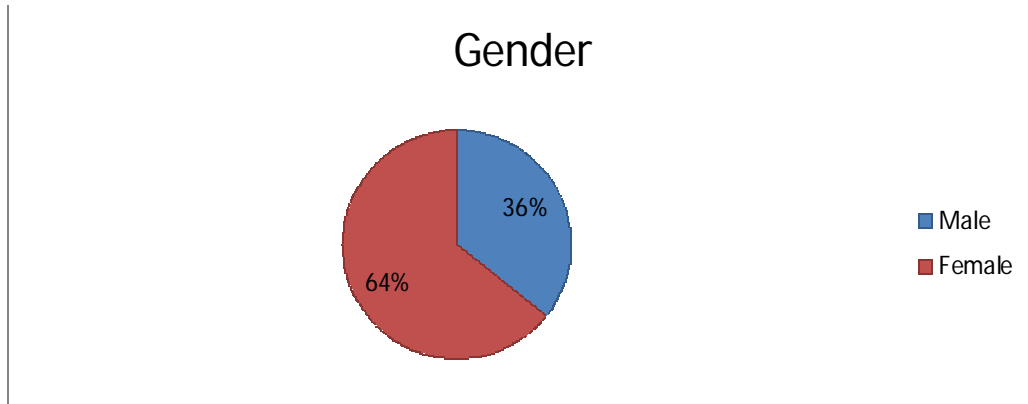


Figure 2. Gender

From the total 151 respondents, most respondent who filled the questionnaire are female (64%) rather than male (36%). Female respondent who filled the questionnaire are 97 people and male respondent are 54 people. The chart can be seen in figure 2 above.

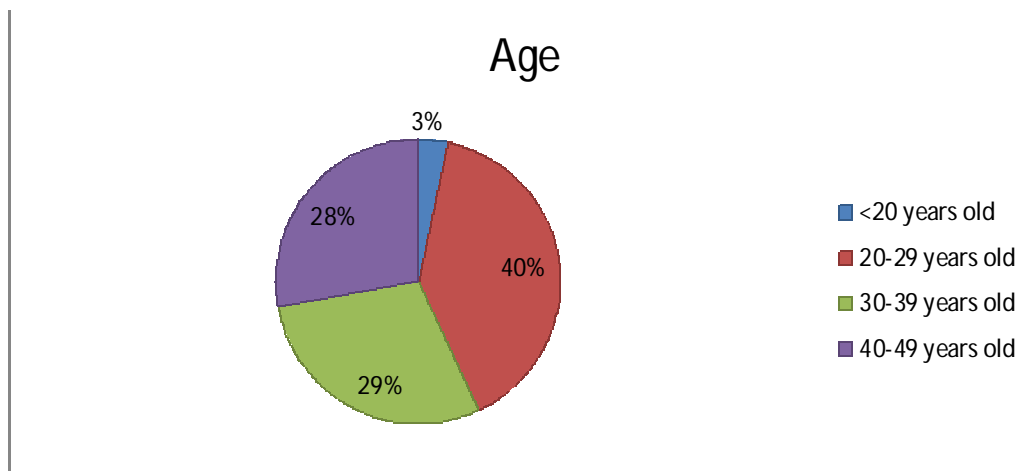


Figure 3. Age

Most of respondents are came from the age 20-29 years old with 40%. In the second and third place, respondent who came from the age 30-39 years old get 29% and 40-49 years old get 28%. Amount of respondents who are 30-39 years old and 40-49 years old almost the same. Then the respondent who came from the age <20 years old get 3%. The chart can be seen in figure 3 above.

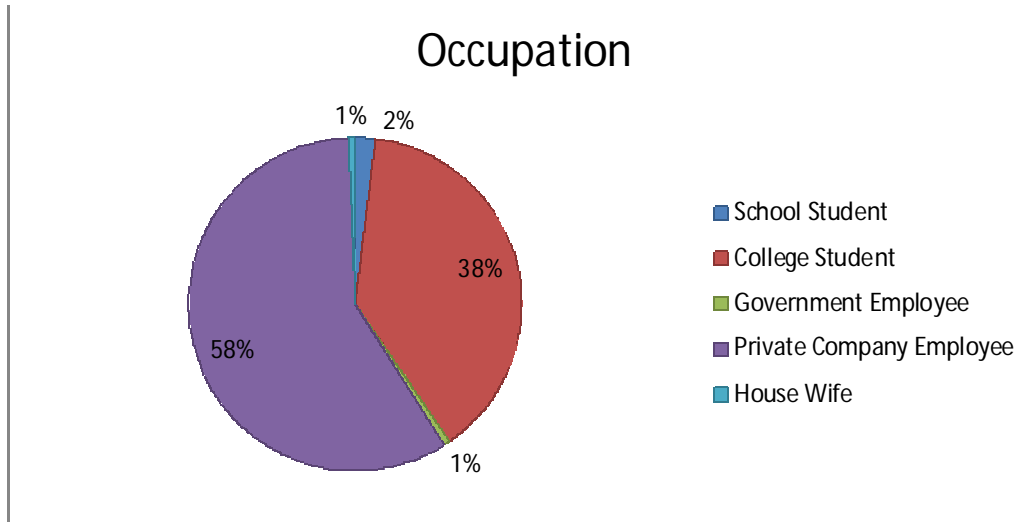


Figure 4. Occupation

According to the data from questionnaire, most of the respondent are private company employee with 58% from total respondent. The respondent who came from private company employee are 30-39 years old and 40-49 years old respondents. In the second place, respondent who are college student get 38%, followed by school student with 2%, government employee with 1% and house wife with 1%. The chart can be seen in figure 4 above.

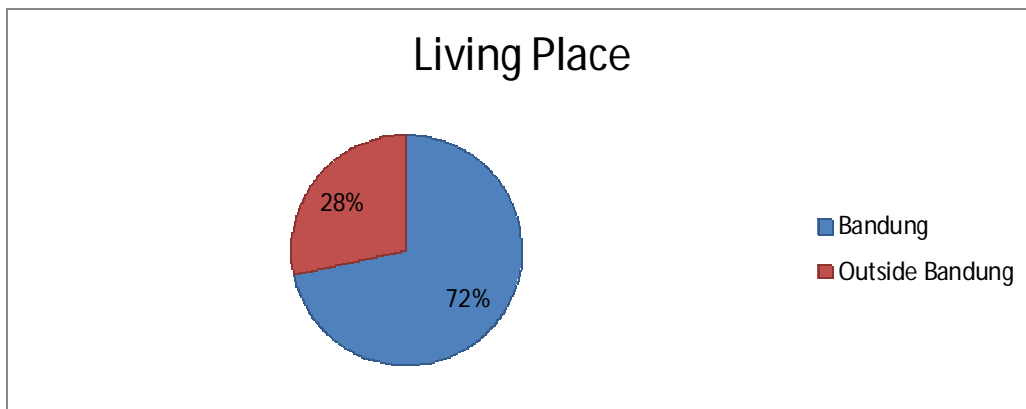


Figure 5. Living Place

Most of respondents are lived in Bandung with 72% from total respondents. The respondents who lived in outside Bandung are 28%. They came from the other city in West Java, such as Cirebon, Tasikmalaya, and Garut. The chart can be seen in figure 5 above.

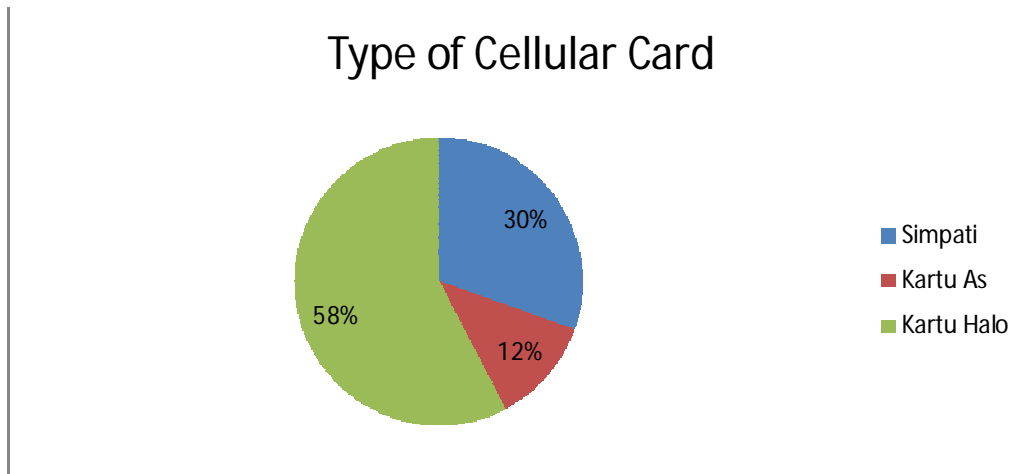


Figure 6. Type of Cellular Card

From the total 151 respondents, most respondent are using Kartu Halo with 58%. In the second place are Simpati users with 30%, followed by Kartu As with 12%. The chart can be seen in figure 6 above.

General Analysis

This analysis is specifically for each Simpati, Kartu As's or Kartu Halo user. The purpose of this analysis is to improve customer awareness and fulfill the customer expectation of my.telkomsel.com by each cellular card. After the user is classified into 3 simcard (Simpati, Kartu as and Kartu Halo), the result can be seen in table 1 below.

Table 1. Result Based on Simcard Classification

| Classification | Simpati | Kartu As | Kartu Halo |
|-----------------------------------|--|---|---|
| Already using my.telkomsel.com | Yes: 26% No: 74% | Yes: 17% No: 83% | Yes: 80% No: 20% |
| Feature That Usually Customer Use | <ol style="list-style-type: none"> 1. Package Activation 2. Other (Quota Checking/package information or just open/seek information) 3. PUK number request | Package Activation, PUK number request, and Other (Quota Checking/package information) have the same precentage | <ol style="list-style-type: none"> 1. Package Activation 2. PUK number request 3. Other (Quota Checking/package information, just open/seek information, bill checking, or RBT activation) |
| Expected Feature | <ol style="list-style-type: none"> 1. Can change and upgrade package limit easily 2. Can buy pulse 3. Can block number and there are immediate benefit for new registration | <ol style="list-style-type: none"> 1. Can buy pulse 2. Can change and upgrade package limit easily 3. Can block number | <ol style="list-style-type: none"> 1. Can change and upgrade package limit easily 2. Can block number 3. Can buy pulse |
| Most desirable promotion | <ol style="list-style-type: none"> 1. Holding an event that invite | <ol style="list-style-type: none"> 1. Billboard 2. Holding an event | <ol style="list-style-type: none"> 1. Holding an event that invite |

| | | | |
|--|--|--|--|
| | <p>singer/band and give a door prize</p> <p>2. Promotion via sms</p> <p>3. Billboard</p> | <p>that invite singer/band and give a door prize</p> <p>3. Holding an event related to online gaming and promotion via sms</p> | <p>singer/band and give a door prize</p> <p>2. Promotion via sms</p> <p>3. Holding an event related to online gaming</p> |
|--|--|--|--|

- My.telkomsel.com website usage: Most of Kartu Halo's user are used my.telkomsel.com. But only a few of Kartu As and Simpati's user who used it. Based on the interview from a customer service in Grapari Wisma Mulya (Jakarta), most of the 18-29 year old customers is Kartu As and Simpati's user. They prefer to come directly to Grapari, because they have some of free time. While most of customers aged 30 years and over would is Kartu Halo's user and they prefer to use the website my.telkomsel.com because of lack of time to come to Grapari.
- Frequently used feature: From the three types of cellular card, either Simpati, Kartu As, and Kartu Halo chose "package activation" as a feature they often use in my.telkomsel.com website. Other features such as the PUK number requests, quota checking, bill checking, RBT activation, and the make a payment with a credit card is also used by customers of Telkomsel, but not often. Though Telkomsel expects this website to help service customers in all service aspects.
- Expected feature: Most of Simpati and Kartu Halo's user are want to be able to change and upgrade package limit more easily. My.telkomsel.com actually have these that can change and upgrade package limit, but often fail when customers used it through my.telkomsel.com. It also causes customers prefer to come directly to Grapari, because the risk of failure is smaller. Most of Kartu As's user want to be able to buy a pulse via my.telkomsel.com. Feature ini memang belum terdapat di my.telkomsel.com, Actually feature "can buy pulse" already exists in my.telkomsel.com with the name "prepaid recharge". However, this feature can only be used if we have a Kartu Halo. We can buy pulse for Simpati or Kartu As through balance transfer via Kartu Halo. Unfortunately not all customers have Kartu Halo simcard.
- Promotion: Most of Simpati and Kartu Halo's user chose a holding events that invite the singer/band and give a door prize as the most attractive media in terms of promoting my.telkomsel.com. Most of Kartu As's user chose billboard as the most attractive media in terms of promoting my.telkomsel.com. Actually, billboards that advertise my.telkomsel.com already exist, but only in Jakarta.

Discussion

This research conclude several things:

- Most of Kartu Halo's user are used my.telkomsel.com. But only a few of Kartu As and Simpati's user who used it, evidenced by only 26% and 17% of customers Simpati and Kartu As customers who already use this website.
- From the three types of cellular card, either Simpati, Kartu As and Kartu Halo chose "package activation" as a feature often they use in my.telkomsel.com website. In second place is the PUK number request.
- Based on the result from the questionnaire, most of Kartu Halo and Simpati's user are chose can change and upgrade package limit more easily as their expected feature. Change and upgrade package limit is a feature that has been contained in my.telkomsel.com website,

but customers still often fail to use these features. So that customers hoping they can change and upgrade package limit more easily.

4. Most of Kartu As's user are chose can buy pulse as their expected feature. Sometimes pulse depleted when we are in urgent situation. Because the density of public activity at this time, there is no time to come to the kiosk pulse sales. So if my.telkomsel.com can add features "can buy a pulse", then this website would be more frequently used, especially for young generation. Actually feature "can buy pulse" already exists in my.telkomsel.com with the name "prepaid recharge", but the minimum purchase is IDR 50,000.
5. Telkomsel need to persuade Simpati and Kartu As's user to use my.telkomsel.com website because not many of Simpati and Kartu As's user are using this website even though they already know the existence of this website.
6. To improve the effectiveness and awareness, Telkomsel need to improve the performance of the features that already exist, and adds some features that customers want, such as can change and upgrade package limit more easily, can buy pulse, and can blocked number.
7. Telkomsel also need to increase customer awareness through the promotion that suit the customer's desire. Holding events that invite the singer / band and give a door prize is a promotion based on the most interesting result from the questionnaire. Promotion via sms also ranked as the second most attractive promotion for customers of Telkomsel.

This research is gives some recommendation for PT. Telkomsel to make my.telkomsel.com will be better known and more customers are using it:

1. Telkomsel needs to be more aggressive to persuade Simpati and Kartu As's user to use my.telkomsel.com website through offering various promotions.
2. Telkomsel needs to improve its features performance, so that customers will prefer to use my.telkomsel.com website rather than having to come to Grapari. It would be great if my.telkomsel.com can add new features, such as block numbers.
3. Many of the customers also want to be able to buy pulse through my.telkomsel.com website. Actually my.telkomsel.com has this feature with name "Recharge Prepaid" but the minimum purchase is IDR 50.000. If the minimum purchase of pulse can be under IDR 50,000, the young generation will be more interested.
4. To improve the level of awareness throughout Indonesia, Telkomsel need to do the interesting promotions that covered the rest of Indonesia. Holding events that invite the singer / band and give a door prize is a the most interesting promotion based on result from the questionnaire. It would be better if the event was also broadcast on television, so that customers of Telkomsel from all over Indonesia can see.
5. Billboard is the most desirable promotion for Kartu As's users. However, of the total respondents who chose billboards as the most desirable promotion only 11%. So, Promotion via sms is ranked as the second most attractive promotion for customers of Telkomsel based on all respondent result. It would be better if the promotion via sms can be done periodically, but not every day.

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