

## **PROPOSED MARKETING STRATEGY FOR QWORDS.COM WEB HOSTING**

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**Abstract**—*This final project explores the problems faced by Qwords.com through some analysis. External environment that affect the opportunity and threat that experienced by the company is divided into two aspects, macro and micro. External environment macro analysis that has influence indirectly to the company's activities is analyzed using a PEST modeling. The external environment micro analysis is analyzed using Porter's Five Forces Model. The Segmentation, Targeting, and Positioning of Qwords' web hosting will be analyzed, then analysis of marketing strategies (marketing mix) using 7P's model and SWOT analysis. It also examined the knowledge and consumer behavior to the web hosting product with using questionnaires. All analyzes are conducted to formulate the root cause of the problem that being faced by the company. From the results of the business issues exploration, we can get the cause of the problem are the high level of competition between web hosting providers, so there is a price war among web hosting providers and the company doesn't have the proper positioning formula for its web hosting product and segmentation for the customer that still limited to analyze by the company. Lack of marketing effort and market education about the web hosting products, so there is lack of consumer awareness of these products and there are perceptions from customer about the expensive of hosting product and lack of consistent and sustainable effort to promotional activity, so that making the company difficult to gain large market share. To overcome this, the company doing the mapping of potential markets that will be targeted, along with plan for positioning formula, in order to promotional activities that conducted by the company can run effectively and efficiently. The company also makes a partnership with college institutions and blogger communities, the purpose is to conduct education to consumer in the market towards web hosting products, and it can also be used by companies to increase sales volume. A variety of internet marketing activities can be performed as an alternative marketing strategy. It is considered because the high level of Internet usage in*

*Indonesia at this time. Internet marketing strategy also does not require a lot of cost for implementation, so that companies can save the costs that being used for marketing activities.*

*Keywords: Marketing Strategy, Web Hosting, Marketing Mix, Potential Market*

### **I. INTRODUCTION**

Qwords.com is a web hosting provider that was founded in July 2005 in Bandung, since November 2011, Qwords.com become subsidiary under PT Qwords Company International and has over 20 staff that operates 24 hours, from two cities, Bandung and Jakarta. In running his business, in addition to serving rental Qwords.com hosting data with various types also serve web domain name registration since August 2005. At this time Qwords.com serving over 4500 customers spread all over Indonesia with more than 5000 registered domains and still growing. Qwords.com is a hosting service provider company with premium quality, which offers an alternative low cost hosting by separating the main service (web hosting) and additional support services, which is very rarely used by users of hosting services.

Qwords.com vision is to become a company that excels in providing web hosting services in Indonesia. Qwords.com offering data storage services of a website with various types of products such as Shared Hosting, Cloud / Virtual Private Server, Dedicate Server, Colocation Server, Reseller Hosting and Radio Streaming Hosting. ([www.qwords.com](http://www.qwords.com), 2012).

Qwords.com as one of the players which quite well established and has a good reputation as a web hosting provider, but still has obstacles in

seizing a large market share in the web hosting provider industry in Indonesia.

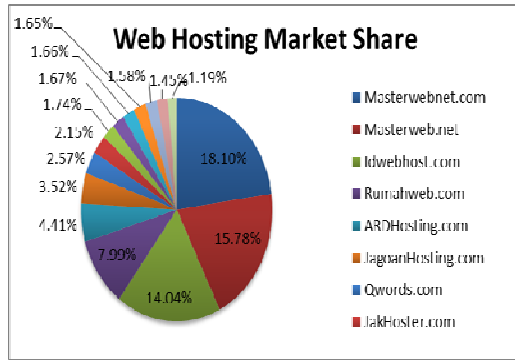


Figure 1 Rank of Hosting Companies and Market Share

From the graph it can be seen from the data based on reports from Webhosting.info, that Qwords.com ranks seventh in the top 10 web hosting provider in Indonesia with a number of web domains that are managed is 5.664 and has a market share of 2.57% in Indonesia's hosting service industry. The challenges faced by the Qwords.com at this time was to capture the market share of the web hosting industry in Indonesia, either from the old players who already have an established business and also from new entrants that are emerging in the industry. These challenges can be overcome by market penetration strategy, because of the opportunities and big potential markets on the web hosting industry in Indonesia ([www.webhosting.info](http://www.webhosting.info), 2012).

In terms of total domains trend, Qwords.com experienced a fluctuate trend with the growing number of domains that are managed as shown in the following graph.

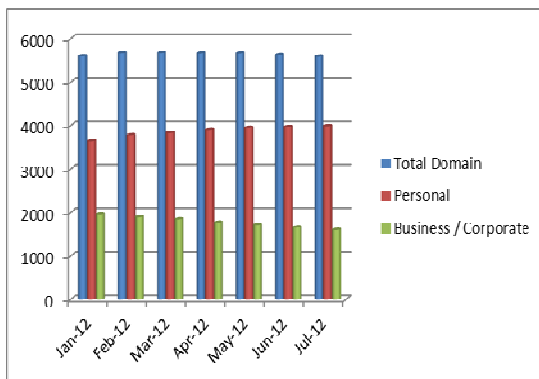


Figure 2 Qwords.com Total Domain Trends

The declining trend in the total domains that are managed by Qwords occurred in corporate or business segment (data analysis). This is because the corporate or business segment currently

prefers to use the hosting services offered by large scale web hosting, such as ISP (Internet Service Provider). This type of web hosting, provide a large storage and bandwidth and also the advanced hosting service technology. Business or corporate segment cannot be used as target marketing by Qwords at this time, because by targeting this segment, the company must provide the resources and big investment costs.

Personal web segment become a concern in this study, because of the personal segment experiencing significant growth from year to year, characterized by total domain of personal segment that are managed by Qwords are always increase. This condition triggered by consumer that gain access to technology product are more easily. The company realizes that the strategy to gain market share by penetrating the market is not easy because of the limited funds allocated for promotional activities and increasing competition among web hosting companies.

## II. BUSINESS ISSUE EXPLORATION

In this section, the factors that are alleged to be the root cause of product marketing web hosting Qwords.com would be elaborated and fully analyzed using some method that would later form the conceptual framework in the case of web hosting Qwords.com. By performing an analysis of the factors that are contained in the conceptual framework, we can identify the factors that affect the market penetration, which will be conducted by web hosting Qwords and formulate a suitable strategy to face competition in the web hosting industry in Indonesia.

### A. Conceptual Framework

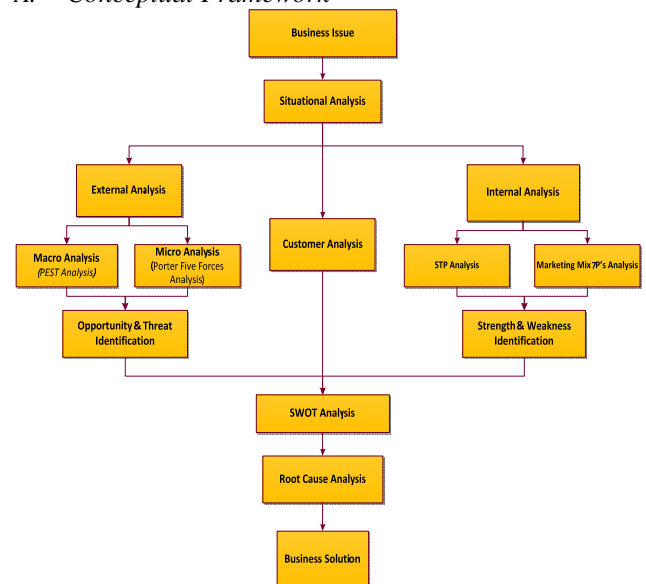


Figure 3 The Conceptual Framework

From the analysis can be identified strength, weakness, opportunities, and threat (SWOT), then we will be able to identify the root cause of the problems that faced by the company and formulate the solution of the problem. Conceptual framework which is constructed can show a variety of influential factors in formulate the marketing strategies.

#### *B. Method of Data Collection and Analysis*

The data used in this study is the primary data and secondary data. Primary data is data obtained directly from data sources that have a direct relationship with the research problem. In this study, the primary data source is obtained directly in the field from the respondent's answer, for a list of questions in the questionnaires. Secondary data is data or information collected by other parties, relating to the research problem. Secondary data sources that used to support this study were obtained from the company's internal data, literature books and several articles and journals which are available in the internet (Malhotra, NK, 2007).

#### *C. Analysis of Business Situation*

To find the root cause of business issues faced by the company, it is necessary to do an analysis of the major factors underlying the formation of conceptual framework in the web hosting Qwords.com. The factors to be analyzed are the external factors and internal factors, in doing an analysis of the situation there are several frameworks that can be used such as PEST Analysis, Porter Five Forces Analysis, SWOT Analysis.

##### External Environment Analysis – Macro

- Political and Regulation  
Indonesia's political and security conditions are stable and conducive, support the business climate to growing rapidly as well as increased interest of investors to invest in Indonesia. Presence of Information and Electronic Transactions Act (UU ITE) give an effect to the Term of Service (TOS) which is implemented by web hosting services provider to their user. All regulations are made used to manage and minimize any parties who are not responsible for misuse of the internet service, such as abusive content, sharing of illegal content, pornographic content and etc.
- Economic  
The presence of middle-class economy increases the level of domestic spending.

It also affects the changes in people's lifestyle which become more consumptive and trend follower. Based on data from Nielsen, that estimated in 2012 the value of public spending increased by about 10% - 15% ([www.bps.go.id](http://www.bps.go.id)). The level of public spending is not too affected by the inflation rate; therefore the public purchasing power is predicted to remain high in subsequent years. This is an opportunity for Qwords.com to target personal segment, due to there is possibility from people to spend their income to buy products or services associated with technology, such as gadget or web hosting.

##### - Social and Cultural

Population densities in Indonesia are concentrated in big cities. Internet users are predicted always increased every year and growing rapidly. Internet user in Indonesia is dominated by the young age group 15-29 years (Yahoo!-TNS, 2011). The total website with registered domain name at web hosting in Indonesia is still relatively low when compared with other countries in Asia and the awareness of web hosting products in Indonesia is still low. Talking about web hosting issues closely related to the condition of the Internet world in Indonesia ([www.internetworldstats.com](http://www.internetworldstats.com)), this needs to be observed by a web hosting service in order to make the segmentation and targeting for the potential buyers. The company can do targeting through habits that have by Internet users, so that marketing strategy can be carried right into the target.

##### - Technology

The growth of web hosting technology closely related with the growth of internet technology and website. Reputation of the web hosting service can be seen from the quality that they provide (Kayne, 2012). High growth of Internet users in Indonesia are not accompanied by the equal distribution of IT infrastructure that just centered in big cities. The various types of websites, makes hosting provider provides wide selection of different types of web hosting, according to the needs of website developers. Good qualities Web hosting has high uptime and low

downtime. Web hosting will not be able to eliminate downtime as a whole, but it will keep downtime to a minimum, so that this condition cannot disrupt the performance of user's website (Low, 2005).

#### External Environment Analysis – Micro

##### - Threat of New Entrants

In the web hosting industry, the investment which required by a new company that wants to do web hosting service business is quite high, when the company wants to have own servers and data center independently. The existence of the Internet makes the distribution of the web hosting industry to be very broad and easy, so it is not necessary to build a complex distribution channel (Anderson, 2011). In Indonesia, regulations related to web hosting service is UU ITE (Information and Electronic Transaction) and Consumer Protection Law, so that the web hosting provider can freely to develop its business without limited by government policy. It can be concluded that the aspect of the threat of new entrants in the web hosting industry is high, because those aspects that are barrier for new entrants to the industry is not too big. The new company which involved in this industry can freely to develop their businesses, while increasing the threat to the old players.

##### - Bargaining Power of Customers

From this analysis it can be concluded that high bargaining power of buyer due to the fierce competition between internet service providers. This makes the buyer can easily find a new alternative provider if they feel the services provided by the old provider is less satisfactory. Web hosting provider cannot be free to set policies, especially related to the services and product prices. Because costumers have many options to choose web hosting that suits with their needs and budget. It can be concluded that the turnover of customers in the web hosting business is very fast depending on the technology offered by each web hosting provider to the customer.

##### - Bargaining Power of Suppliers

From this analysis it can be concluded that the bargaining power of suppliers is

high in the web hosting industry because the web hosting provider is very dependent on the hardware and software provided by the supplier. Web hosting providers cannot control the prices offered by suppliers, because the price has been determined by the market. Another difficulty is to find an alternative supplier because of the limitations to find good quality supplier in this industry.

##### - Threat of Substitute Product.

From this analysis it can be concluded, that the threat of substitute products in the web hosting industry can be categorized as moderate, because the free hosting service is not able to fully replace the web hosting, this is due to the limited features, and performance of web space held by the free blog service. Free blog / website service such as Blogger or Wordpress, despite having a lot of users but most of the users are from the personal website segment. Free blog / website services cannot accommodate the needs of users who want to create a commercial website or the government website. In free blog / website service, users can not be free to make a website template as needed. Besides, free blogs also do not have email service in its feature, making it difficult to use on a website which have objective to doing business or for company operations.

##### - Competitive Rivalry within an industry.

From the analysis of competition that occurs in the web hosting industry, it seems that many companies that doing business on the hosting service provider, whether a company that has own data center servers or just reseller hosting. Web hosting providers is experiencing rapid growth of competition and compete each other to offer a hosting service with competitive prices with attractive features. The rapid growth is triggered by the increasing of internet user in Indonesia that led to the growth of online business. Online business via the website that growing, require the services of web hosting providers as data storage and website server.

In the web hosting industry still has constraints in terms of price / server hardware, but the competitor's products

has grown rapidly, along with the easy web hosting provider to access new technologies. It can be concluded that the Competitor Rivalry among Existing high, because of the price war among web hosting providers. This is caused by a lack of product differentiation between competitors that encourage hosting providers to lower the price to attract the prospective customers.

#### Internal Environments Analysis

##### - Segmentation

In Indonesia at this time, the personal website category is experiencing an increase in users, personal website / blog segment can be used as a potential market for the company because it has good prospects in the future. To find out the composition of users who use a paid web hosting or free hosting service is used the approach of the survey conducted in this study, by asking respondents about the service is used for their website / blog. From the respondent's answer are we can get an idea of how the number of users in Indonesia are using a paid hosting or still using the free hosting service for their website / blog.

From this analysis we can conclude, that we can divide potential market from personal website / blog in the web hosting industry in Indonesia at present into three segments, it are

- ✓ The segment is already using a paid hosting, this segment has been using a paid hosting for their personal websites, both local web hosting provider or international.
- ✓ Segment which using a free hosting service, this segment using the free hosting service for their blogs like Blogspot, Wordpress, Tumblr, Posterous, or another free hosting.
- ✓ The segments which do not have a personal website / blog, this segment has a large number, most of that number do not have awareness of the personal website / blog and web hosting products but they have interest in website and web hosting.
- Targeting  
After mapping the personal segment, the next task is targeting for the market

potential. In pursuing a targeting strategy, Qwords.com use multi targeting strategy which targeting many of targets from the various segments that exist. It is considered because Qwords have sufficient technological resources to serve all segments, ranging from the personal segment, small-medium enterprise and corporate. However, Qwords still staying focus on the personal website / blog segment as potential market in web hosting industry in Indonesia.

##### - Positioning

In implementation, the web hosting product positioning, does not run properly because it cannot be understood by consumers so that companies have difficulties to penetrate the market and gain a wider market share in hosting industry in Indonesia. Therefore, it is necessary to company to reformulate the product positioning to make sure the positioning of its products, so that companies can easily implement a marketing strategy that will be run later.

#### Marketing Mix 7P

##### - Product

For personal segment users typically use the shared hosting type, in this case Qwords.com not have a lot of choices of products that can be offered to consumers in personal segment. It can form a false perception from the consumer, because they assumes that the web hosting Qwords.com is web hosting with expensive category, unlike the offerings which provided by the web hosting competitors that offer large selection of products for the personal segment.

##### - Price

Pricing is an important thing because the price is a major determinant factor for the positioning of the product and must be determined in accordance with the target market, the variety of products, services, and competition. Qwords split the hosting package that offered to customer with variety price rate according to the facilities contained on the web hosting packages selection.

##### - Place

Most the activities of service which conducted by Qwords.com through

online via the website, support ticket, instant messenger, and the call center, but Qwords.com also serves customers through physical office/offline. Qwords.com serves the customer from the two cities, Bandung and Jakarta. Both cities were chosen because of the large cities in Indonesia and the cities with high business activity in Indonesia.

- Promotion  
From promotional activities that conducted by the company, its looks still less aggressive and still use "hard selling" in selling and promoting the products. Consumers in the present, is not enough given an interesting sales promo but they are more interested with "soft selling" that can give engagement between company and customer and offer interesting product experience to consumer.
- People  
In serving customers, Qwords.com currently does not require a lot of workers because most of the company's activities through an integrated system online via a portal or website. For customers who are not familiar with the online system, then this process will be more difficult to them. So to overcome this, it needs staffs that are capable to provide fast response and have good knowledge about web hosting products to help customers doing online activities on the Qwords.com online system.
- Process  
Process in the marketing mix refers to the system, which is used to assist organizations in providing services. Process in the marketing mix in Qwords.com is a business process that consists of presales, sales and aftersales.
- Physical Evidence  
Qwords focused service to its customers through a website (web-in service) which has an address at [www.qwords.com](http://www.qwords.com). On the website, all related to customer service has been well integrated, such as sales service, problem complaints, confirmation of payment and information about products offered by web hosting Qwords.com to customers. For physical office, Qwords's office functioning as a

place of operational activities and resolve the problems faced by customers that cannot be resolved via the website/online. Qwords.com also uses online media such as social media to support its business activities.

#### SWOT Analysis

The purposes of the SWOT analysis are to separate the subject and simplify the strategic approach. Strength is the internal capabilities, situation or condition which is the strength of the companies to serve the customer and achieve the company goals. Weakness is the company's activities are not going well or there are the resources needed but not owned by the company. Opportunities are positive factors which arise from the environment and provide an opportunity for companies to exploit it. Threats are negative factors from the environment that gives barriers for the company to develop the program or achieve the company's goals (Orville, 2003).

#### Root cause analysis

After having the analysis and exploration, we'll found several factors that become obstacles for companies to doing market penetration in the web hosting market in Indonesia; the obstacle is the high level of competition between web hosting providers in Indonesia. It is characterized by the increasing number of web hosting provider presence in Indonesia, which have own data center for web hosting or classified as reseller hosting. High intensity of the competition level has triggered a price war among web hosting providers, to attract the consumers.

In the face of tight competition, the company does not have the proper positioning formula, to help the company compete with its competitors. It is also one of the obstacles for company to gain market share because the products that are marketed not give any difference with the competitors' products, Point of Difference (POD's) from the product not delivered well to customers. So it can make consumers confused in determining to purchase the web hosting product from Qwords.com.

The other thing that is an obstacle for company is because there is less aggressive marketing activities which doing by the company, so the customer acquisition process is little bit difficult. Due to penetrate the



market, seize market share and become a leading web hosting company in Indonesia, there are need aggressive marketing activities. This is because lack of the funds allocated by the company for doing marketing activities. To solve lack of funds allocated in marketing activities, the companies can choose the type of marketing activities which are effective and efficient, appropriate with the conditions of the company.

Lack of public awareness about web hosting products, is also become an obstacle for the company. This is supported by the fact, the low level of website ownership in Indonesia especially for website which use paid hosting, compared with other countries in Asia. This is due to a lack of knowledge that owned by the people, for the products offered by web hosting. There is image and perception from consumers about the expensive of the web hosting product. Lack of product knowledge that owned by the consumer can also is caused due to consumer lifestyles in Indonesia, which many of the consumer not familiar with the website technology. The other factor is Information technology infrastructure is not equal all around Indonesia, which only customers who live in big cities can enjoy the advancement of information technology.

### III. BUSINESS SOLUTION

In this section we will discuss the business solutions that can be done by Qwords.com in business and marketing activities. Based on external and internal analysis that has been done in the previous chapter, we can identify the root cause of the problems faced by the company on marketing strategy that has been done. There are three roots cause of the problem which causes of the difficulty the company to penetrate the market and grab market share in the web hosting industry in Indonesia.

#### - Positioning Formula

The idea of positioning Qwords.com web hosting need to be clarified with a simple explanation, which is could show the differences and advantages of the company. So customers can easily identify the differences and advantages that owned by the company than competitors (Nasution, R.A, 2012).

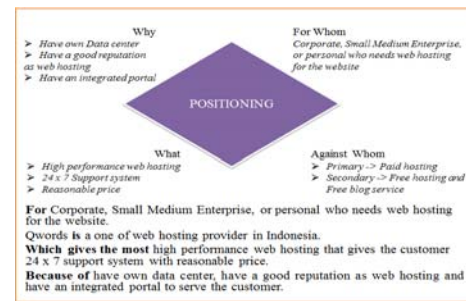


Figure 4 Key Positioning Question and Positioning Formula of Qwords web hosting

Positioning sentence that created should be based on a formula that has been formulated before. In forming the positioning sentence must consist of words that contain the company's competitive advantage, but to use "cheap" in sentence, it should be considered in order not to cause the perception of "cheap" to the web hosting products. Then the word "cheap" can be replaced with the word "affordable price" or "reasonable price".

According to the positioning sentence or tagline that made by company "High Performance Web Hosting with Affordable Price" or "Fast Reliable Web Hosting with Reasonable Price", companies must be able to provide the elements contained in the tagline to the consumer, i.e. performance and price aspects. Several factors may be a concern for the company in providing an appropriate service which needed and wanted by the customer. Michael Low in his research article entitled "The Web Hosting Buyer Survey Report" (2005) explains that there are several factors that are considered important by the customer in terms of purchasing web hosting services. From the results of the survey and the research, showed that factors considered important by the customer is the pricing (31%), uptime (25%), Features (21%), Support (19%), and Freebies (4%).

From this research we can conclude that half of potential web hosting customers do not make their buying decisions are based on cheap prices and oversold capacities. There are many factors that are needed by the customer more than just low prices and many of features.

These factors are Hosting Uptime, Service Support, and Freebies.

From both surveys and research, the company must implement the factors become customer's concern in choosing a web hosting service. So in promotional activities to consumers, companies can implement the following marketing strategy such as Adopt Smart Pricing and Avoid Competing by Price, Publish Hosting Uptime Accurately & Prominently, Provide Good Support & Make Sure Customers Know About It, Free Setup and Free Hosting Migration Setup. The strategy are applied to the web hosting can be an attraction for potential customers who already have a web hosting service on the competitor, and this is an opportunity for companies to grab that customer.

- Strategic Partnership

Consumers in common, have the perception and image about web hosting is an expensive product, but it also assumes that when build a website using a web hosting has a high difficulty level and can only be done by someone who has expertise in information technology. But the reality, in the field we can also see that many people that have work in the IT industry who are still not familiar with the web hosting service. This makes consumers prefer to use alternative products, such as blog / website service that offered by large companies such as Google's BlogSpot and Wordpress.com compared with paid hosting. Lack of consumer awareness for web hosting products is due to a lack of consumer understanding about this product. This can be overcome by education approach to the market.

The purpose to educate the market is to provide people understanding, to change perceptions and image of the consumer for the web hosting service product. In addition, the market education may be regarded as the company's strategy for promotion without sounding as a promo by the consumer (Morgan, 1994). In conducting the strategic partnership, companies can build partnerships with several institutions such as:

- College institution

Partnerships that undertaken by the company with a college institution is to educate the market, specifically aimed at students who are majoring in IT, that expected in the future will become professional and expert in IT.

The partnership strategy undertaken by the company's is Buyer Partnership type. College institution in this case acts as an Intermediate Customer who cooperate with Qwords.com in providing web hosting facilities for students who need a web hosting service for courses learning that related to website applications and internet. In conducting this strategic partnership, Qwords.com choose college institution that will be the partner who has the IT faculty and IT curriculum which related with web hosting.

In addition to cooperation by offering web hosting package, Qwords.com can also cooperate with the college institution to conduct workshops for college students. These actions are expected to become a medium of education for Qwords.com to introduce web hosting product. In addition, Qwords.com can do promotion for web hosting package which are sold by them.

- Blogger communities.

Another partnership that can be done by Qwords web hosting is to establish cooperation with the blogger community (Rudito, 2003). The blog owner or blogger selected as company's partners because of blogging activities has a close connection with the website and web hosting.

The cooperation that can be done by Qwords.com with blogger community is like participating in the activities undertaken by the blogger community. Usually the blogger communities often hold events related to social activities. Qwords.com can contribute as a sponsor or participate in the promotion event organized by them.

The other cooperation to do is make people who have a major effect or an



opinion leader in the blogger community becomes brand ambassador of web hosting products. Opinion leaders are people who can informally influence the actions, attitudes or decisions to others (Chakravarthy, 2001). In the blogger communities, opinion leaders possess an important role in providing input for selecting a web hosting, because of the majority of users find web hosting which they used now from the friend's opinion. Opinion leaders have a role as an intermediary to translate the messages and information about the advantages of web hosting product from Qwords.com. Opinion leaders within the blogger communities have such characteristics such as a leader or a moderator of the blogger community is a senior bloggers, which in this case does not mean that older age but have experience and has long been socialize in the blogging world. Opinion leaders also usually have a good knowledge in IT field. Opinion leaders who work with companies, has a role to recommend web hosting products, if they were consulted by members of the blogger community. Opinion leaders can also review the products of the company because it is usually blog from opinion leader of a blogger community has high visitor traffic.

- Internet and Social Media Marketing Marketing of products via the Internet is called internet marketing, is the activities done by the company to market its products or services using the internet media or internet network. Internet marketing can also be referred to as web marketing, online marketing, webvertising, or e-marketing, because the method of marketing is done electronically on the internet. There are various types of internet marketing activities; these activities include Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing (SMM), Web banner ads, email marketing, mobile advertising, referral marketing, and web 2.0 strategies.

The method of internet marketing that has been well implemented by Qwords.com

is making a website / portal that are integrated, with interactive features that will attract many visitors to explore the content of the website. There are some internet marketing strategies that can be used by Qwords.com in marketing their web hosting products via internet, these strategies include: Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing (SMM), Referral Marketing, Web banner ads.

#### IV. CONCLUSION AND IMPLEMENTATION PLAN

In the formulation stage of a business solution that will be used as a solution to a business problem, it is necessary to the implementation stage, after that. It is necessary to formulate a business solution that can be directly applied to business activities. In the implementation phase is necessary to do several steps that include:

- ✓ Determine the business solutions that are used.
- ✓ Determining the stage and process of implementing a solution that be passed in the business.
- ✓ Determine resource requirements and financial planning required in the implementation.
- ✓ Conduct evaluation of business solutions that are implemented.

✓

Conclusion:

- ✓ Currently, the potential market of paid hosting services grew significantly, specifically in the personal segment or blog. This is makes a lot of web hosting providers offer variety of packages to this segment and create competition in the web hosting industry become more increasing.
- ✓ As one of the essential elements needed by web developers and web designers to develop websites, Paid hosting has several advantages compared to free hosting, Such as its offer security and convenience to the user, provide a professionalism and credibility to a website / blog, make the website could indexed by search engines easily, offers a lot of powerful features for website, and offers full website control to the user.
- ✓ The advantages of the paid hosting is not fully understood by consumers,

because they consider web hosting service is expensive service and complicated to apply to their website. This condition due to a lack of education for consumers about web hosting product.

- ✓ The growing of potential market in the web hosting business requires companies to map the segment of potential customer, in order to the marketing strategy can effectively and efficiently targeting the right target.

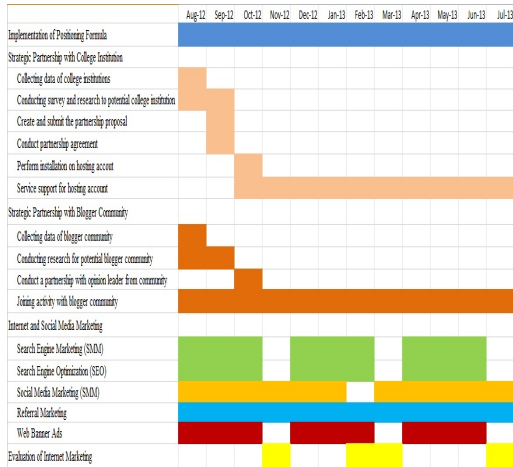


Figure 3 Timeline for implementation activities

After making the implementation of business solutions that are formulated before, the last thing that needs to be done in the implementation phase is to conduct the evaluation. The purpose of the evaluation is to assess the performance of the business solutions implementation that have been made, whether the implementation has been appropriate with corporate goals or the implementation of such a barrier for the company's performance. Implementation is considered not to have a good performance can directly be considered to evaluation. It aims to improve the implementation, which does not run effectively and efficiently, so as not to give losses to the company later.

Recommendation

- ✓ The company suggested to penetrate the market for personal segment, because the segment is estimate will experience high growth in the future, so the company can achieve a large market share from that segment.
- ✓ The company should make wide variety of product choices on personal web hosting package, because at the

moment, the choice for personal hosting package are very little.

- ✓ The company should adapt smart pricing to avoid competing by price between web hosting provider in Indonesia web hosting industry.
- ✓ The company should provide good support because most of hosting user from this research want web hosting provider give fast response to customer problem and make sure customer know about the company care for the customer.
- ✓ The company should give freebies for the customer, such as free setup, free domain names, free hosting migration, free backup support and other free services.

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