Proposed Marketing Strategy to Improve Performance of Wifi.id Corner Indihome

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ABSTRACT *: The Internet has become a daily need, so the ease of accessing the internet is important.PT Telkom Indonesia built a line of business that can realize this, its Wifi.id Corner in 2017. Accompanied by the vision and mission of the government of President Ir H Joko Widodo in distributing infrastructure development for the community in easy access to the internet. By realizing it, currently Wifi.id Corner has spread to 1000 points in Indonesia, including 38 points in the city of Bandung. In addition to providing convenience in accessing the internet, Wifi.id Corner also provides affordable voucher prices from IDR 5,000 to IDR 20,000. With the innovations that have been made, the vouchers sold from 2017 to 2021 have decreased. This can happen because of the direct and indirect impact of competitors. The external environmental analysis uses PESTEL, Porter's Five Forces, Consumer Analysis, and Competitor Analysis. The result of the analysis of the external environment is the discovery of opportunities and threats from the environment outside the company. Consumer analysis was carried out by distributing questionnaires to 156 respondents. The results of the analysis are processed using the SmartPLS software with the SEM-PLS method to measure the correlation between the variables used in this study which will then be used as material for the SWOT analysis. While the analysis of the internal environment is carried out using Segmenting, Targeting, and Positioning (STP) and 7P's Marketing Mix. The result of the analysis of the internal environment is the strengths and weaknesses of the Wifi.id Corner company are found. The SWOT analysis combines the results of the internal and external analysis of the company under study. Furthermore, the SWOT analysis is compiled into a TOWS matrix, which will be an alternative strategy used to increase Wifi sales.id Corner.*

KEYWORDS –*Marketing strategy, SWOT, TOWS, Wifi.id Corner*

I. INTRODUCTION

Nowadays, the internet has become a significant need in everyday life. The internet has a perfect role in helping the role of business, learning, communication, and other needs. To assist the community in fulfilling this role, PT Telkom come to provide convenience for its customers. Providing convenience in accessing the internet quickly and at an affordable is one of the goals of PT Telkom. Compared to today, Asia is the first continent in it's contribution as the world's largest internet user, namely 53.4% with countries in 2021. This proves that the internet is clearly on its way to becoming an inseparable business too, communication and popular culture in various parts of the world.

With a reasonably large percentage in Asian countries, Indonesia also participates highly in providing growth for internet use. It is proven by the results of the Internet penetration rate from 2017 to 2020 and predictions until 2026[1]. The predicted growth in internet usage until 2026 is quite significant. It is a concern, especially for companies in the telecommunications sector such as PT Telkom. In its vision, PT Telkom want to become the digital telecommunication of choice to empower the community. With all its efforts, PT Telkom strives to make it easier for everyone to access the internet for their needs. Such as building 1000 Wifi.idCorners in each area to provide convenient area for the community in accessing the internet with immediate needs and affordable prices.
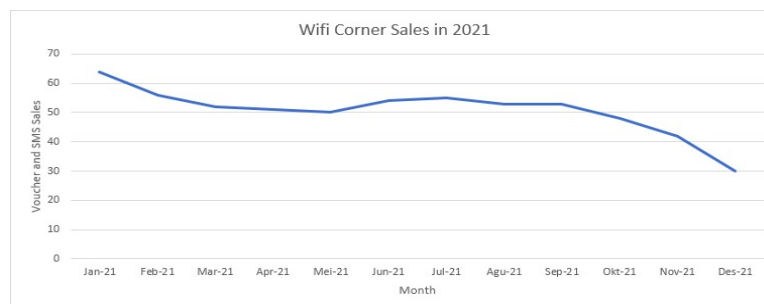

Fig.1 Wifi.id Corner Sales in 2021

But in reality, Wifi.id Corner has faced several challenges that make the impact the sales in 2017 until 2021, specially in 2021. This revenue is a combination of consumers that bought vouchers by message to 98108 or buy vouchers on the spot. The revenue is decreasing from January 2021 until December 2021. The factors for the decline in sales can be caused by competitor factors such as cafes and working spaces that can be a place to replace customers when they need the internet.

II.   LITERATURE REVIEW

Wifi.id Corner is built in 2017 andfocus to makes it easy to access the internet by providing several types of places, but with the same affordable voucher price. Wifi.id Corner has six types of building, it depends with the wide of the room. And Wifi.id Corner also has several payment methods that make it easier for consumer to buy the voucher. In order to know to evaluate the efforts that influence consumers, we have to measuring the purchase intention of the Wifi.id Corner. Purchase intention is the propensity of consumers to purchase a brand or take action linked to the purchase, which is measured by the probability that customers will make purchases [2].

In order to create purchase intention, it will measured with four indicators; brand awareness, product quality, product price, and atmosphere. The theory of reasoned action was developed to explain relatively simple activities for which behaviour prediction required simply the creation of an intention [3].

According to (Mostafa,2006) Brand awareness is the combination of information, experience, value and insight that is formed during customer-business transactions and exchanges[4]. Brand awareness consists of two components; brand delivers what it promises and brand has a name that we can trust [5]. Consumer of Wifi.id Corner has a lack of trust that brand delivers as it promises.

The quality of a product is determined through comprehending and measuring the needs of the consumer. Purchase intentions refer to the evaluation of a product by a buyer following its consumption [6]. After utilizing a product, one's intention to make a purchase either grows or diminishes as a result of the product's direct influence [7]. Based on this case in Wifi.id Corner, when the strength of signal internet compared with competitors (Brewspace Café and Eduplex), the signal internet of Wifi.id Corner is still low.Based on their promise, they will give the internet speed of 100 Mbps, but in reality, the speed is not as much.

According to Aaker (1996) the price has a significant impact on brand loyalty which in turn effects on customers purchase intention[8]. Wifi.id Corner has three types of price depends on the period of use. For period of use in 12 hours its IDR (In Indonesia Rupiah) 5000, seven days period of use in the price of IDR (In Indonesia Rupiah) 20.000, for 30 days period of use in the price of IDR (In Indonesia Rupiah) 50,000. Based on the consumer point of view, the price for Wifi.id Corner is affordable with the period of use that offered. Price is always one of the most influential aspects in the consumer decision-making process [9].

The atmosphere is the environmental design that employs visual communication, lighting, color, music, and odors to trigger the perceptual and emotional responses of customers in order to influence their buying behavior [10]. According to Berman and Evans, that the components of atmosphere are general exterior and general interior [11]. The general exterior consists of entrances, height and size of the building. Wifi.id Corner has a good exterior for some types, such as a entrance symbol, sign board, and size of the building. But for general interior, if it compared with competitors, Wifi.id Corner still in the below standard from their interior. An atmosphere is established by marketers in order to convey a sense of pleasure, delight, and contentment when completing a purchase [12].

III.   RESEARCH METHOD

This study is categorised as mixed methods research, qualitative and quantitative data. To identify internal analysis, this study use Segmenting, Targeting, and Positioning (STP), also Marketing Mix 7P's. Researcher used qualitative data to be collected and analysed. To identify external analysis, this study use PESTLE, competitor analysis, consumer analysis, and Five Porter's Force analysis, with quantitative and qualitative data. This quantitative method will show the significance of the variable and the correlation of the data with the method used.

Most research is motivated by a desire to gain control over difficulties, worries, and disputes inside an organization or its surrounding environment. In other words, research often begins with the identification of a problem. The methodical strategy for developing knowledge to prevent fundamental and administrative issues [13].

IV.   RESULT AND DISCUSSION

According to the consumer analysis, this study use questionnaires to show the significance of the variable and the correlation of the data. The questionnaires distributed to 156 respondents, based on calculation

of Slovin's formula with 2.1 million population who actively use the internet. In measuring the questionnaire data using Structural Equation Modeling (SEM) and Partial Least Square (PLS) techniques.
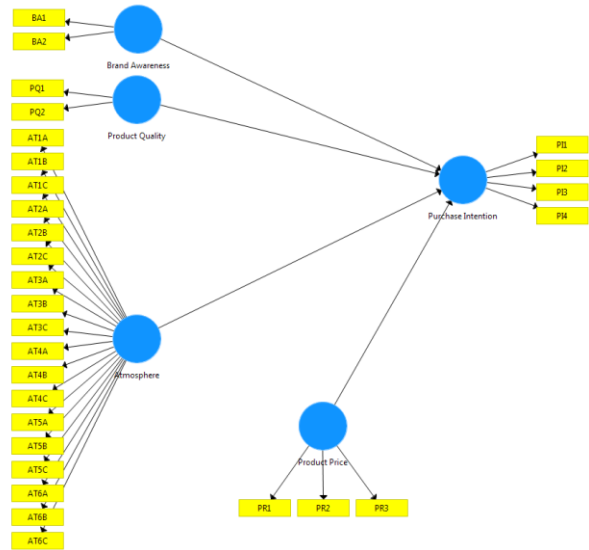

Fig.2 Path Model PLS

Figure 1 shows the initial measurement model of all the variables tested in this study. The representation of the construct of this measurement model defines the relationship between latent variables and observed variables or indicators. This research use four variables to influenced the purchase intention; product price, product quality, brand awareness, and atmosphere.

Table 1. Average Variance Extracted

Based on **Table.1**, it can be concluded that all variable constructs have an AVE value above 0.50 as the recommended criteria. From the results of the discriminant validity test, it can be concluded that all latent variables are valid and reliable.

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha	Description
Brand Awareness	0,916	0,817	Reliable
Product Quality	0,915	0,813	Reliable
Atmosphere	0,959	0,955	Reliable
Product Price	0,866	0,769	Reliable
Purchase Intention	0,891	0,837	Reliable

Based on **Table 2.,** it shows that the value of the composite reliability test and Cronbach's alpha on each latent variable shows a value greater than 0.70. In other words, the indicators are consistent in this measurement. It is concluded that the indicators used in this study have met the reliability test. It can be concluded that all the variables tested have a good level of reliability and deserve to be analyzed.

Table 3. R-Square

Variable	R-Square
Purchase Intention	0,472

Table 3., shows that the R-square value for the Purchase Intention variable is obtained at 0.472. These results indicate that the Purchase Intention variable is explained by 47.2% by the Brand Awareness, Product Quality, Atmosphere and Product Price variables, based on the answers given by each respondent.

Table 4. Q-Square

Variable	Q-Square
Purchase Intention	0,294

Based on **Table 4.**,shows that the results of predictive relevance are 0.294. It can be said that it fulfils the requirements as a research model that has predictive relevance because it is in accordance with the specified value, namely the value of $Q^2 > 0$ which explains that the model has predictive relevance.

After researcher identifying the internal, external analysis of Wifi.id Corner and make the Strength, Weakness, Opportunity, and Threat (SWOT) analysis, the researcher propose marketing strategies regarding the business issue. The researcher proposed the marketing strategy in purpose to increase sales of Wifi.id Corner by creating TOWS analysis that will be used to determine the strategies. TOWS analysis used to analyses a firm from marketing and management-oriented perspective[14].

Table 5. TOWS Matrix

	Strength	Weakness
	S.1 Have an affordable voucher price **S.2** Has wide type variants from Wifi.id Corner **S.3** Has many branches in Bandung **S.4** Convenience in buying vouchers	**W.1** Electric plugs that are not many available **W.2** Has not doing promotion optimally **W.3** Consumer complaints are not well responded
Opportunity	**S-O Strategies**	**W-O Strategies**
O.1 This business line supported by Government **O.2** Perceived price from consumers are good **O.3** Brand image from consumers are good	**SO.1** Maintain and make more insentive cooperation with government (S2,S3,O1,O3) **SO.2** Built partnership with SEMs in Bandung (S1,S3,S4,O2,O3) **SO.3** Does not change the price (S1,S3,S4,O2,O3)	**WO.1** Assigning human resource to the digital marketing specialist (W2,O3) **WO.2** Focus on give a feedback with the complaints (W2,W3,O3) **WO.3** Make the techical improvement (W1,W3,O1,O3)
Threat	**S-T Strategies**	**W-T Strategies**
T.1 Consumers sensitive to ambience of working space **T.2** The strength of the internet signal didn't work optimally **T.3** Consumers lost their stuff in the wifi corner **T.4** Opening hours follow Telkom office operating hours **T.5** Has not many available parking lot	**ST.1** Make the research and improvement to make the different ambience (S1,S2,S3,T1) **ST.2** Improve the speed and strength of internet signal (S1,S2,S3,T2) **ST.3** Install CCTV and training the security (S1,S2,S3,T3) **ST.4** Make the special area parking lot for Wifi.id Corner's consumer in parking area (S1,S2,S3,T5) **ST.5** Make a speciality opening hour for consumer in Wifi.id Corner (S1,S2,S3,T4)	**WT.1** Collaborating and make a space for local food (W2, T1,T4) **WT.2** Prioritize to make the comfort atmosphere (W1,W3,T1,T2,T3,T5)

As we can see in **Table 5.**, there are several strategies that formulated in TOWS matrix, thirteen alternative strategies can be implemented by the company to develop its business. Even though, not all strategies can be implemented in one time, because:
- Human resources must be prepared in advance to implement new marketing strategies.
- The strategy that is not chosen at this time does not affect the company much or is not a priority that must be done at this time.
- It takes a long time to realize the strategies that were not chosen

V. CONCLUSION

The results of the internal analysis and external analysis are then collected into a SWOT and TOWS matrix. To enhance sales, the corporation might employ thirteen distinct marketing methods. Based on the outcomes of discussions with the organization, three of the fourteen possible strategies were selected as those

that the company can execute immediately. The organization choose the three strategies based on its thoughts. The strategies are using social media effectively, collaboration with Government and SMEs in Bandung, and make improvement and innovation in Wifi.id Corner ambience.

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