

Indihome Witel Bekasi Customer Relations Strategy in Maintaining Customer Loyalty Through the High Value Customer (HVC) Program

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ABSTRACT

Keywords

Customer Relations
HVC
Loyalty

Today's Internet network is a necessity for some people. PT Telkom Indonesia as one of the internet service provider companies in Indonesia is trying to maintain customer loyalty so that customers are loyal to the company's products. Therefore, this paper will discuss the customer relations strategy that was built to build a sense of customer loyalty to the company using the case study research method. The results of this study indicate that PT Telkom builds a customer relations strategy by creating a High Value Customer (HVC) program as an effort to maintain customer loyalty, with this program the company gives appreciation to every loyal customer by getting special benefits as an effort to build customer empathy for the company.

1. Introduction

In the modern era like today, the internet supports many advances in technological developments that make it easy for people to live their daily lives. With this, the internet service provider business is growing rapidly. This causes competition between one provider and another. So that requires internet service provider companies to show each other the advantages of the product. The products offered must have quality that can compete (Pratama & Darma, 2014). In addition to product quality, service quality is also one of the factors that influence customer satisfaction and loyalty (Vera Kristanti Dewi & Sri Darma, 2019). From research conducted by the Emciety Business Consult (EBC) company, there are five Fixed Boardbands, namely: Biznet Home, First Media, Indihome, MyRepublic, MNC Play. The Association of Indonesian Internet Service Providers (APJII) proved through a survey that indihome is the highest Fixed Broadband holder in Indonesia by obtaining 67.54% of respondents.

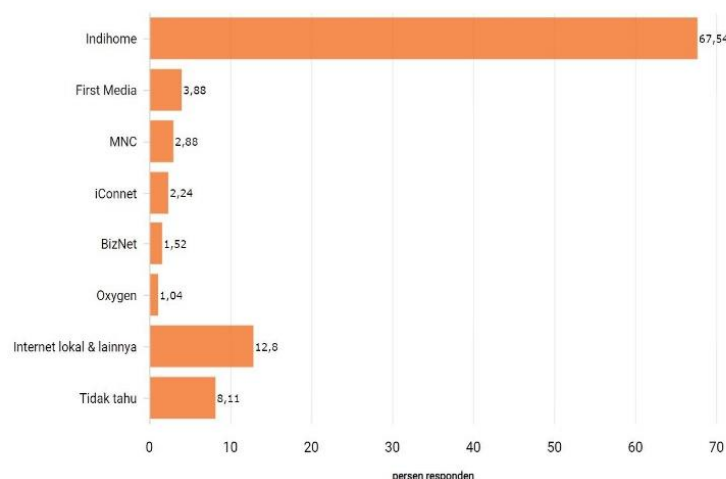


Fig. 1. Number of Percent of Indonesian Fixed Broadband Respondents

Indihome is a package of communication and data services such as home telephone (*voice*), internet (*Internet on Fiber or High Speed Internet*), and interactive television services (*UseTV Cable, IPTV*). Issued by PT Telkom Indonesia. The strategy used by PT Telkom to increase and maintain Indihome customer loyalty is to build a customer relations program, namely the High Value Customer (HVC) program which is managed directly by the customer care division in each witel. There are around 8.959 million Indihome service users. Witel Bekasi itself manages 305,143 Indihome customers with a total of 105,398 in the HVC category.

Through this HVC program, Indihome Witel Bekasi built a Customer Relations strategy in maintaining customer loyalty, namely by building a strategy to create a good relationship and provide loyalty in serving customers so that customers feel satisfied with the services provided by Indihome Witel Bekasi.

This customer relations strategy is an object of discussion that is quite interesting to study, from several previous studies discussing similar research, it was found that the customer relations strategy has a significant effect on customer satisfaction (Sari & Irawan., 2020). In addition, customers will remain loyal to the company if Customer Relations provides services in accordance with the excellent service strategy that has been made by the company (Agustianingsih et al., n.d.). Customer relations strategies can also be built by providing good handling of every customer complaint, this can create customer satisfaction (Rossanty et al., 2019).

Based on several previous studies, the researcher draws the conclusion that the above studies have the same theory that is used as a research reference. The difference between research conducted by researchers and previous research is that this research focuses on the HVC program as a customer relations strategy built to maintain customer loyalty.

Basically, customer relations is one of the aspects and elements in public relations which is a part of the external relations function in the world of public relations which focuses on relations with consumers and customers (Suhanda & Shandi, 2008). The right customer relations program will greatly impact customer-loyalty. Therefore, this study will analyze to determine the effectiveness of the HVC program, which is one of Witel Bekasi's customer relations strategies, using qualitative research methods.

2. Method

The research design used is descriptive qualitative with a case study research strategy or called CSR (Case Study Research). Qualitative research is a research conducted by emphasizing on an aspect or a particular discussion in depth which is usually in the form of descriptive words or sentences that have been arranged in a structured and systematic manner (Ibrahim, 2015). With a case study research-strategy, the researcher wants to describe the effectiveness of the customer relations strategy in maintaining customer loyalty.

In collecting research data using documentation techniques and interviews with informants who are responsible for customer relations indihome witel Bekasi. In determining informants to obtain information, the authors use a purposive technique, where researchers take informants based on certain criteria that the authors make based on research objectives (Kriyantono, 2008). Then the data will be analyzed using the analytical model proposed by Miles and Huberman (in Alamsyah, 2017). Data analysis was carried out in three stages, namely data reduction, data presentation and conclusion.

3. Result and Discussion

In 2002 Witel Bekasi had issues of withdrawing customers which increased to three thousand per month and also had problems with customer experience that was not good. Judging from the Net Promoter Score (NPS) in 2022, it is 24% lower than the average of other competitors, which has a Net Promoter Score (NPS) of 34%. Therefore, the Care Witel Bekasi customer unit created a Loyalty and retention program to increase customer long of stay, one of which is the High Value Customer (HVC) program. With input or feedback from customers, Indihome processes this data which in the future will be used as a method or method to increase customer satisfaction and customer loyalty. According to Elu, (in Rohaeni & Marwa, 2018). The company's decision to take systematic service improvement

actions is the umbrella that determines in following up consumer complaints from a failure so that in the end it is able to bind consumer loyalty.

From the results obtained from two sources as Customer Care at Witel Bekasi and assistant manager of the customer touch point at Witel Bekasi who are responsible for running the High Value Customer (HVC) program at Witel Bekasi. They have the same view that customer relations is an activity to build a desire for loyalty in consumers through sales, recognition of product quality, approach to consumers, satisfying service, helping with consumer problem solving, and supported by friendly, polite and honest individuals, so a mutually beneficial relationship will be created.

In an effort to maximize the customer relations program, Witel Bekasi equips its employees with knowledge of the code of ethics in service and standard operating procedure (sop) that have been made by the company and holds work program evaluation meetings. As written by Rangkuti (2003). That companies must implement strategies that can improve service quality on an ongoing basis, provide education and training in communication, salesmanship, and public relations to management and employees, and incorporate elements of customer satisfaction into the employee performance appraisal system (Rangkuti & Freddy, 2003).

In order to create good relations with customers through the HVC program as one of the strategic efforts of the Bekasi witel customer relations, namely by taking a verbal and nonverbal approach. One of the non-verbal approaches taken by indihome Witel Bekasi Customer care to customers who enter the High Value Customer (HVC) program is one of them by giving happy birthday wishes, happy holidays and new year via whatsapp chat. The verbal approach is by visiting the customer's house in order to provide special gifts and consult with customers. This is expected to build a sense of empathy for the services provided by the company to customers.

Indihome Witel Bekasi also provides complaint services for disturbed customers. Customers can submit complaints at Plaza Telkom which is spread across all Indihome Witel branches, customers will be directly assisted by Indihome CSR agents. From one of the sources, Marina Safitri, said that customers who are included in the High Value Customer (HVC) program will receive benefits, one of which is getting a priority queue in handling as a form of company loyalty for loyal customers. An effective complaint handling strategy by providing the right direction and solutions can create a sense of empathy and customer loyalty to the company. Usually, the indihome Telkom Plaza service will first receive customer complaints and then provide directions and solutions to existing problems, then the Indihome Telkom Plaza service will hold discussions with customers regarding existing solutions so that they are well received by customers.

According to Rangkuti (2003). Efforts to retain existing customers can be achieved through long-term customer satisfaction by creating value for customers (customer value). Because if the customer feels that he has received this value, he will reward the company in the form of loyalty (Rangkuti, 2003). According to Nugroho J. Setiadi (in Bahrudin & Zuhro, 2015). Consumer loyalty can be grouped into two groups, namely brand loyalty and store loyalty. Brand loyalty is defined as a favorable attitude toward a brand that is represented in consistent purchases of that brand over time. Store loyalty is addressed by consistent behavior, but in store loyalty, consistent behavior is in visiting stores where consumers can buy the desired product brand.

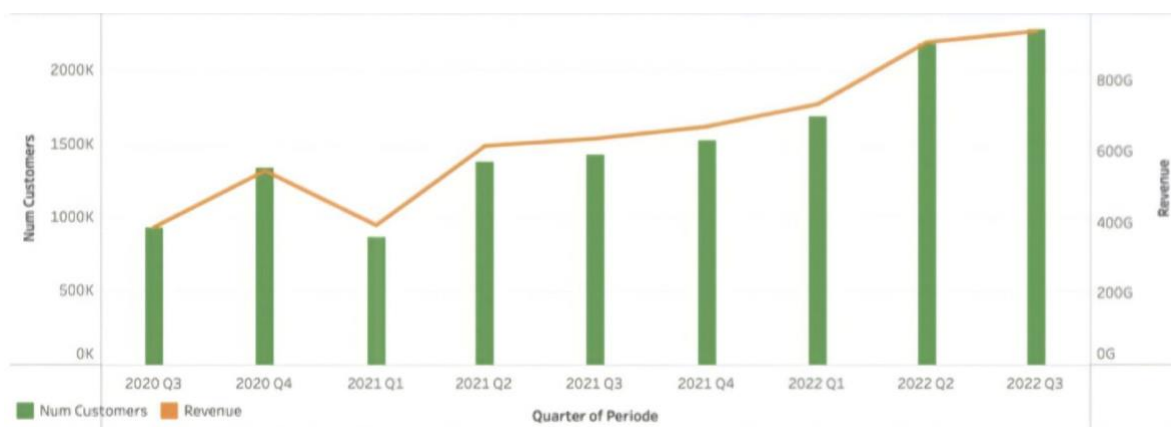


Fig. 2. Long Of Stay Revenue Data for customers in 2020-2022 witel Bekasi

This data is customer long of stay data every year, it can be seen that there will be an increase in revenue in 2022 after the existence of a customer loyalty program, namely the High Value Customer (HVC) program. This data is processed as a reference for indicators of the success of the High Value Customer (HVC) program, according to Tjiptono (in Melda Kolo & Sri Darma, 2020). Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity.

Therefore, the results of the High Value Customer (HVC) program as a customer relations strategy are quite successful because they have a positive impact on the company, the service strategy and approaches that have been prepared by customer relations in the High Value Customer (HVC) program are effective in building loyalty, customer trust and loyalty to the company.

4. Conclusion

Along with the development of the times, technology is becoming more and more advanced which can make it easier for many people to carry out activities only by relying on internet networks and technology. The internet has become an important sector and has even become a basic need for some people. Many internet service providers make choices for people to decide to subscribe to an internet product. This has made many provider companies with different brands in marketing the products they sell, one of which is PT Telkom Indonesia which offers Indihome as a communication and data service package, not only relying on product excellence, Indihome also builds a strategy so that customers are interested and provide loyalty so that customers are loyal to the product. that the company sells.

The strategy built in maintaining customer loyalty is to build a customer relations strategy, namely by creating a High Value Customer (HVC) program where this program provides benefits for loyal customers as a form of company appreciation for loyal customers. This program is effective in maintaining customer loyalty to Indihome services, because looking at the long of stay customers that have increased in 2022 is an indicator of the program's success.

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