

Application of Persuasion Through Costumer Purchase Decision in Linnect Marketing Program

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ABSTRACT

In the current era, the Internet and marketing in a business have become the backbone of the world economy; the Internet has proven to be an effective marketing tool for many different sectors. The decline in unwilling and inactive customers in 2021, namely 17,282, which is 18.54%, proves that telemarketing needs to be improved. This study aims to identify the effect of marketing through telemarketing at PT Telkom Witel Yogyakarta on customers to improve services amid consumer needs. This research method uses descriptive qualitative methods, with data collection techniques by interview. The results of this study indicate that the proposed "LINNECT" program at PT Telkom Witel Yogyakarta can improve marketing services by presenting product information on one website. This program utilizes the theory of persuasion, the concept of consumer purchasing decisions, to influence behavior. Telkom hopes this program can increase customer satisfaction and achieve target points with attractive rewards. The practical implication is the positive contribution to the Company and customer relationship and the proposed program to improve service quality and sales.



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INTRODUCTION

Accessible communication today is the result of advances in technology and communication. People's lives have changed due to the easy use of the Internet. The growing demand from Indonesians for easy, fast, and reliable access to various information and entertainment media is an opportunity for telecommunication service providers. Customers today can choose from multiple services provided by communication service providers due to

the rapid expansion of the Internet. This makes the next generation of industrial systems more efficient, connected, and supported by the ongoing digitization of manufacturing. (Kondrashov et al., 2023)..

According to (Nyambuya, 2022), The Internet and marketing in a business have become the backbone of the world economy; the Internet has proven to be an effective marketing tool for many different sectors. Competition is increasing as the telecommunications industry grows and becomes more global. The market for internet service providers is becoming increasingly competitive today. All marketing strategies to attract customer attention must ensure that marketing management continues to optimize performance, given the intense competition in the growing industrial and telecommunications fields.

Companies must build strong relationships; providing services or products that match customer demands is a value needed to increase customer satisfaction. Increasing customer satisfaction can help companies have loyal customers and support the sustainable expansion and survival of the Company. (Haridasan et al., 2023). Meanwhile, according to (Razumov et al., 2023), telecommunication companies today need robust strategic solutions to guarantee extensive growth of key performance metrics. Every Internet service provider aims to provide exceptional customer service. Consumers have high expectations for connection quality, Internet speed, and how interruptions are handled. The telecommunications industry currently consists of several different industries. Telkom Group is one of the options to capitalize on the vast potential of the communications industry to reach many consumers with internet services.

PT Telkom Indonesia is involved in Indonesia's information technology sector and telecommunications networks. With 52.9 per cent of Telkom shares owned by the government of the Republic of Indonesia, the state owns 47.91 per cent of the Company. PT Telkom Indonesia changed its organizational structure from 12 Telkom business divisions (WITEL) to 7 regional divisions (DIVRE) and a network division in 1995 as part of an internal reorganization known as the implementation of operational cooperation. Internet data, mobile communications and information technology services are just some of the telecommunications services offered by Telkom Indonesia. Telkom Indonesia also operates overseas in other countries and has companies in multimedia, data solutions and services, and telecommunications infrastructure.

PT Telkom Indonesia (Persero) Tbk (Telkom), which, despite a tumultuous period of change, performed well in the first half of 2023 with a net profit margin of 17.4%. Data and IT Services and the Internet strengthened this achievement. IndiHome maintained its position as a market leader. The Company's transformation is on the right track to keep growing sustainably as the business changes. According to the interview results (Interview Transcript), Telkom implements a differentiation strategy. Digital activation is used to improve marketing in terms of digital services. Adding internet speed (*upgrade*) according to segment needs and demand. We serve customer needs according to demand and needs, including WiFi, ID, Indihome, and astinet lite. It adds speed according to needs and product services as much as possible 6 with several points in the Yogyakarta area. Telkom divides its business into 3 (three) *Digital Business Domains*. First, it builds *digital connectivity*, namely as a digital service. It sets up a digital platform that includes various data needed such as *Center, Cloud, Internet of Things (IoT), and Big Data Thank you*

for reaching out. Artificial. It is developing digital services that customers can enjoy directly. PT Telkom starts by providing networks and education and empowering MSMEs. TelkomGroup is committed to overcoming the impact of the pandemic. This commitment has been carried out as a form of Telkom's support for government efforts since the pandemic. It seeks to support all customer segments and communities in expanding its products and services throughout Indonesia.

According to (Gu et al., 2021), the importance of telemarketing is considered as a means of implementing direct marketing strategies, and the focus of telemarketing is shifting from passive inbound calls to outbound calls, an active and cost-effective marketing method. In the inbound process, customers are encouraged to subscribe to products or services when they contact the call centre. In contrast, in the outbound method, telemarketers call customers and invite them to subscribe to a product or service. Therefore, technological development is essential to select potential customers who are likely to purchase a product accurately.

Based on Telkom Witel Yogyakarta's internal data in 2022, inactive and connected customer data 2022 increased by 18.96% from the previous year. The decline in unwilling and inactive customers in 2021, namely 17,282, which is 18.54%, proves that telemarketing needs to be improved. Internet service providers are encouraged to provide services to their customers. Customers demand many essential things regarding connection quality, internet speed, and handling internet interruptions. This condition can create a new trend, namely the new normal.

Increasing sales and attracting new customers are not the only marketing objectives. The more competitive the telecommunications business, the more the Company strives to maximize its marketing management's performance. In a competitive industrial company environment, organizations strive to optimize marketing management performance; each marketing strategy aims to attract customers and makes marketing management always seek to maximize its performance. This study aims to identify the effect of marketing through telemarketing at PT Telkom Witel Yogyakarta on customers to improve services amid consumer needs. The process of identifying companies is better to understand how telemarketing marketing can help increase customers by implementing the right marketing strategy. PT Telkom can maximize the potential of services that meet the needs and desires of consumers, which can increase the profitability of the Company and its competitiveness in the market.

RESEARCH METHODS

This research method uses a descriptive qualitative method. According to (Creswell, J., 2018), Qualitative research uses a variety of designs, analyzes data creatively, and relies on textual and visual data. Qualitative research must be able to explain a particular study and convince scientists and the general public of its validity. (Eldh et al., 2020).. The data collection method involves several techniques, such as interviewing company marketing department employees to obtain company profile data. In addition, systematic observations are also applied to collect data, where the accuracy of the information is a critical factor in identifying and addressing problems or symptoms experienced by the Company. The documentation method is also used to collect

data needed by the Company through writing, recording, audio, and digital documentation, which is then further analyzed using SWOT analysis.

The observation was conducted at PT Telkom Indonesia, Witel Yogyakarta, located in Kotabaru, Gondokusuman District, Yogyakarta City, Yogyakarta Special Region, zip code 55224. This internship was carried out for 4 (four) months, from March 1, 2022 - July 23, 2022, scheduled for 5 (five) working days a week. In implementing the internship, the author carries out the procedures set by the Company. The data collected during the observation is then analyzed using SWOT analysis, focusing on identifying weaknesses the Company can overcome for improvement, ultimately turning them into strengths.

RESULTS AND DISCUSSION

Segmenting, Targeting, and Positioning PT. Telkom Witel Yogyakarta

PT Telkom Indonesia Tbk is a state-owned telecommunications company in Indonesia that focuses on information technology and telecommunications networks. The Company has experienced various phases of change throughout its history, from the telephone era to the transformation into a digital telecommunications company. The corporate identity underwent a significant transformation with the "New Telkom" launch in October 2009. On July 1, 1995, the Telecommunications Division (WITEL) was dissolved by PT Telekomunikasi Indonesia Tbk, marking the beginning of the official period of network division. Telkom's primary objectives as a competitive company are to benefit shareholders and become a leading digital telecommunications service provider that drives the progress of society. Telkom's primary missions include accelerating the creation of intelligent digital platforms, increasing digitalization in Indonesia, and creating the best internet user experience.

Telkom's segmentation aims to cover all segments of society, ranging from individual customers, housing, offices, educational institutions, government agencies and SMEs.

Society	Civil portal	Business Portal
Migraine and tourism, Health Care, Education, Transportation and mobility, Housing and land	Government and Agencies	General Trade, SME, Large Enterprise,

Source : (TELKOM's Strategy and Innovation to Build Indonesia Digital Economy The Way Forward for Digital Business Transformation, 2020)

PT Telkom Witel Yogyakarta has various characteristics, and the products sold must be tailored to customers' needs, locations, and characteristics. Divided into several divisions covering different customer groups, the Enterprise Service is business services (universities, banks, SMEs, private customers, and other businesses). In line with the theme proposed by the author, the focus is on the Enterprise Service segment. Three main product types are offered here: high-speed Internet (HSI) and its packages offer asymmetric access to standard Internet for both bandwidths at competitive prices.

The overall target set by account managers, as stated in the interview, is \$16 billion. The Nasional Budget (APBN) is then used to estimate funding up to a certain limit. They also use

SiRUP, which stands for the web-based General Procurement planning Information system application.

Positioning is one of the main strategies to strengthen the Company's dominant position in the market. With positioning, the Company shows the broader community that PT Telkom Indonesia has a clear vision. So, it indicates that Telkom is still an industry leader and survives as a market leader. Telkom companies get a good image, namely trust from the public, by offering several customer services and maintaining customer loyalty to focus on product quality.

Marketing Mix at PT Telkom Witel Yogyakarta

According to the interview results, Telkom itself implements a differentiation strategy. The 4Ps (Product, Price, Promotion, Place) marketing mix is crucial in building a company. PT Telkom Indonesia, for example, has a marketing mix that is an internal factor that shapes the Company. They use seven aspects of the marketing mix: Product, Price, Promotion, Place, People, Process, and Physical Evidence. The Company's strategy focuses on leading-edge technology by developing technology and digital businesses. Regarding products, PT Telkom offers services tailored to customer needs, guaranteeing quality. Indihome, for example, is a network widely used by customers who require a minimum of 10 Mbps, with upgrade options for higher speeds. Astinet provides broadband internet access for international and domestic use, with a 1:1 bandwidth ratio. Astinet Lite offers high-quality broadband internet with a 1:4 ratio for international and domestic use. IP Transit connects the Internet globally and is typically used by businesses for operational processes, data system needs, and educational activities.

Prices vary, so reference materials are used to determine product prices. Starting from Rp 50,000, customers can access internet services. PT Telkom Yogyakarta's Enterprise Division offers a range of products tailored to consumer needs, including Astinet, IP Transit, Indihome, and WiFi: ID, each with different speeds and prices. The enterprise unit's strategy focuses on product quality leadership, launching technologies with high prices and good quality. Pricing is based on the level of product quality that consumers can accept, where high prices signify high quality. The enterprise division's monthly sales continue to increase due to customer needs for increased internet speed, demand, and adequate quality offerings. The promotional strategy by PT Telkom Yogyakarta involves Public Relations and direct marketing. Account Managers reward loyal customers, acting as a single point of contact for customer enquiries and problem resolution. They also offer gifts to loyal customers on special occasions. Direct marketing involves account managers promoting products directly over the phone, offering upselling opportunities, and offering attractive promotions.

Public Relations is another promotional strategy used by Account Managers, who use their branding to promote solutions to client needs. They engage in personalized selling and two-way communication with clients to gradually understand their needs and build trust. This approach allows the Account Manager to become a consultant and problem solver for the customer. In the process aspect of the marketing mix, PT Telkom Yogyakarta implements performance evaluation through SOPs. This ensures that services are delivered with maximum

knowledge and efficiency, especially for the middle and upper segments, which trained account managers handle. With many employees, PT Telkom Yogyakarta can effectively direct services to consumers according to their needs and preferences.

Differentiation Competitive Strategy

Telkom implements a Growth strategy and introduces several innovations that benefit Telkom and its customers. The difference will undoubtedly ensure the Company's survival both in the development process and in Plasa Telkom Yogyakarta, based on the product's functionality, performance, style and design. Telkom offers internet services with satellite technology and more than 100 Mbps advancements according to segment and customer needs. Telkom also prepares services and digital services to serve the corporate market, BUMN, the government, and MSMEs. Proven by Telkom in 2021-2025, the service reached a percentage of 10%. Telkom's projected performance in 2022 grew by 3.6% and can maintain its leadership (PT Telkom Indonesia (Persero) Tbk, 2022). The strategy used is preemptive diversification of service products such as customer needs and digital and technological innovations to improve service quality. More sophisticated networks and product launches according to customer needs segments. The Company remains a market leader in the Indonesian telecommunications industry.

According to the interview result, PT Telkom Witel Yogyakarta's competitive strategy is differentiation. Telkom Witel innovates with market needs. From all segments to provide market needs. Perform services and update the telecommunications sector so that customers are satisfied. Telkom needs to implement a differentiation strategy to differentiate itself and improve its telecommunications sector so that customers are satisfied and happy. With the increasing competition, To achieve this goal, Telkom will certainly introduce different improvements that will benefit customers, and this differentiation will also show the sustainability of the Company. Develop a product differentiation strategy consisting of professionalism, style, and performance or product design to support the survival of Plasa Telkom Yogyakarta. Increase internet speed. Since Telkom's Internet infrastructure is unlimited, Telkom offers a better quality of service (QoS) than competitors. Telkom's quality of service is currently 1:10, and customers who subscribe to 384Kbps can enjoy a minimum connection speed of 38.4Kbps and a maximum of 384Kbps.

Telkom's segment offers several Indihome products for Upgrades and WiFi ID products. WiFi.id provides vouchers that can make a difference with unlimited packages. Telkom also offers quality upgrades and an expanding network at a suitable price. Maintaining customer satisfaction and needs is a prominent player in the telecommunications industry.

Table 1. Interview Results

Research Question	Research Results
What position does the Company have in the market?	The Company is positioned as a market leader in the Indonesian telecommunications industry because Telkom has a strong infrastructure, services and products that reach various segments.
What are the Company's efforts to improve its market position?	Companies build as many relationships as possible with consumers and conduct various

promotions through social media, radio, telephone (telemarketing), etc.

Source: Lutfiana and Dwisari W (2022)

Table 1 illustrates the Company's market position, which positions itself as a leader (Leader) throughout Indonesia. The promotional strategy carried out by PT Telkom's Enterprise Service division involves public relations and direct marketing. In addition, the Account Manager (AM) is responsible for personally promoting product sales. The public relations promotion carried out by the Account Manager of Telkom Witel Yogyakarta uses different personal branding to promote and provide solutions for client needs. In personal sales promotion, communication occurs between the Account Manager and the organization in a two-way manner. Therefore, the Account Manager is the first to learn and receive feedback on customer wants and needs. The relationship is not formed with just one meeting; this process takes time. Relationships with customers or potential customers are formed naturally and gradually by the Account Manager until trust is established. After establishing a good connection, they can become customers when they need Telkom Indonesia products. Ultimately, Account Managers can understand customer needs and wants. Because Account Managers can quickly resolve customer problems or service issues, they are also considered consultants and liaisons in various situations and customer problems.

Table 2 Results of 7P SWOT Analysis

Strength	Weakness	Opportunity	Threat
Products from Telkom that vary according to the needs and availability of certain groups.	Sub-optimal and non-routine promotion of the Company is applied by telephone in telemarketing.	People have a high demand for internet access.	Emerging prices from competitors in the Internet telecommunications industry that offer lower prices
Products that are widely known and familiar to the public	Telemarketing databases or contacts are sometimes not always accurate and up to date	People tend to choose services that are practical and reliable	Responsive competitors in providing customer service and complaints
The Company's network is extensive, and the technology is very sophisticated.	Direct bidding through ineffective phone calls to customers at specific times	The growing digital technology has given Telkom various innovations and safe product packaging.	
Delivery and availability of wide coverage area compared to competitors She qualified human resources with selected and trained	Advertisements and information not available on a single website about the Company Prices that change are sometimes not		

<p><i>account managers</i> who can create good relationships and handle problems and solutions.</p>	<p>socialized and unilaterally.</p> <p>Frequent customer complaints regarding information, services, and disruptions from Telkom</p>
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Source: Lutfiana (2022)

Table 2 describes the results of analyzing the data obtained during the observation. The analysis focuses on the weaknesses of the company. The marketing weaknesses are then further analyzed to provide solutions for maintaining the Company. PT Telkom Witel Indonesia Enterprise division is influenced by internal factors, such as strengths and weaknesses, while external factors, such as opportunities and threats. The SWOT analysis presented by this author is based on the 7p owned by the Company, quality and varied products, affordable processes and distribution, and superior enough human resources to focus on handling and solutions. Still, the weakness is in telemarketing, which is not running well, and different company websites with other links and catalogues cause many customers not to know and get information thoroughly.

Based on the 7P SWOT analysis in this study, PT Telkom Witel Indonesia Enterprise division is influenced by several internal factors, such as strengths and weaknesses, while external factors, such as opportunities and threats. The SWOT analysis presented by this author is based on the 7p owned by the Company, quality and varied products, affordable processes and distribution. It has superior enough human resources to focus on handling and solutions. However, the weakness is in telemarketing, which is not running well, and different company websites with other links and catalogues cause many customers not to know and get information thoroughly. Furthermore, managerial ownership has a positive effect on firm value and plays a positive mediating role in the relationship between investment decisions and firm value (Bagiana & Prameswari, 2023).

Proposal for the 'LINNECT' Program

Marketing strategies also use product innovation, which is a commodity or product that is new or significantly improved in terms of characteristics or parts and materials, integrated software, ease of use, or other functions, and these characteristics are defined as the introduction of a service (Asamoah., (2021). Considering market opportunities, demand, and interest, making something different is a good move. Like Telkom Yogyakarta, which uses a differentiation marketing strategy to make a difference, consumers have paid significant attention since the beginning. During the internship, the author gained experience in assisting customers. Based on this, the author proposes a program, namely LINNECT, in the internet upgrade program held at Telkom in the product offering. LINNECT stands for Link Connect. The Service Marketing Mix

(SMM) has stages of development from 4P to 7P, and this process continues. To optimize results, this mix is tailored to various industries (Othman et al., (2021).

Based on the SWOT analysis of 7P in this study, PT Telkom Witel Indonesia's Enterprise division is influenced by several internal factors such as strengths, weaknesses, while external factors such as opportunities, and threats. The SWOT analysis presented by the author is based on the 7P owned company, quality and varied product, affordable processes, and distribution, and having sufficiently superior human resources to focus on handling and solutions. However, its weakness lies in telemarketing that does not perform well, and the company's websites differ with different links and catalogs, causing many costumers to not know and obtain comprehensive information.

Analysis of the Application of Persuasion Theory Through Costumer Purchase Decision in the LINNECT Marketing Program

PT Telkom Yogyakarta has several websites and applications to facilitate customers and parties who want to find information about Telkom products. The Link Connect program is an initiative to provide network-related notifications in certain areas and make it easier for consumers to learn about products through one website, Telkom.co.id. However, weaknesses occur because the catalogue of different websites and applications is not fully coordinated, causing customers to have difficulty finding information about products and promos the Company provides. In marketing, persuasion activities are essential, including influencing customer beliefs, behaviors, and opinions. New customers, especially those who want information about products other than well-known ones, such as Indihome, often must be made aware of promos and other information due to the inconsistency of information on all sites.

PT Telkom has human resources (HR) advantages and technology to handle this problem. With updating efforts and widespread promotional notifications, the Company can increase customer convenience and knowledge about the product. However, there is still a need for slow service information for customers who want to file a complaint. Persuasion theory refers to influencing people's beliefs, behaviors, and opinions in a certain way. Persuasion messages or techniques used by marketers or people can be associated with one of these six principles put forward by Dr. Cialdini. Moreover, they utilize their advantages in digital marketing.

New customers who want to find information about Telkom products only know certain products that are already widely recognized in the market, such as Indihome. They need to learn more about other product information and the availability of promos carried out by the Company because of the inconsistency of information on all sites. The advantages of human resources and technology at Telkom are that it can easily handle problems like this, such as updating and providing broad promotional notifications. According to Ahmed et al. (2021), persuasion actions can be detected through behavior changes. Customer trust in the products of telecommunications companies, such as Telkom, is a significant strength.

Persuasion theory refers to influencing people's beliefs, behaviors, and opinions in a particular way. Persuasion messages or techniques used by marketers or people can be attributed to one of these six principles put forward by Dr. Cialdini. Moreover, please take advantage of its

advantages in digital marketing (Naruoeti et al., (2020). Persuasion is indirect; there is room to create deception. Demonstrated consumer confidence with products from telecommunications companies in various regions in Indonesia is one of the strengths of the Company. The Company also strives to socialize with the public and gain trust. Indirect persuasive theory, such as employees within the Company who focus on explaining information about products and services according to customer needs in improving customers' Internet needs.

However, complaints often occur because of the slow pace and service information for customers who want to complain. This is a weakness as a market leader, always in the spotlight for service and network constraints. Many internet service providers regularly evaluate how well they treat customers; companies will find reasons for customer satisfaction and then make changes to increase business and sales. Advertising influences customers based on what they see on social media. For example, the application of the LINNECT program has application games that can earn points and then get certain rewards, such as discounts, merchandise, or free services, depending on specific points made in the game. Making customers read and click links and involve them in the game will also affect persuasive theory. The development of technology and digital makes companies more innovative in facing competition. Discounts for some products offered by the Company If customers are satisfied with the product or service and receive the goods well after use, they will buy the goods more often and strive to increase their range. As a result, increasing customer satisfaction means a company can relate well with customers with precise information on product advantages—technology influences improving customer engagement and purchase intentions.

However, there are still areas for improvement in the slow service information for customers who want to complain. Persuasion theory must be adjusted, and considering characteristics, values, beliefs, and attitudes can make persuasion techniques (Braca & Dondio, 2023). In offering internet speed (promotion), all advertising information can be obtained easily. Industrial telecommunications companies in Indonesia are doing their best to provide the convenience of internet access. Technology influences customer upgrades and customer involvement in purchase intentions.

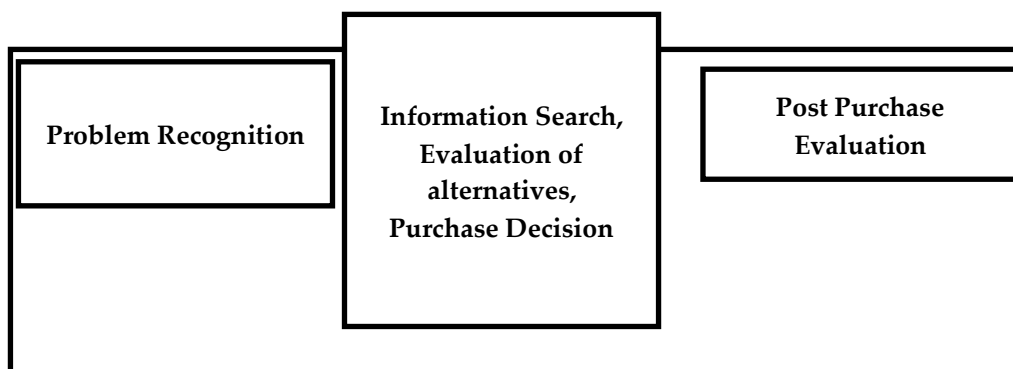


Figure 3. Customer Purchase Decision concept model

Source: ("Factors Affecting Consumers' Purchase Decision of Over-The-Counter (OTC) Medicines: Empirical Evidence from Community Pharmacies in Ethiopia," 2020) (Zahid, 2021).

Figure 3 shows the *Costumer Purchase Decision* concept model. Therefore, before deciding to buy a particular brand of over-the-counter medicine, consumers will go through several stages, such as the recognition of a problem or symptoms of a disease, then finding the appropriate information regarding the indication of the drug, and evaluating these alternatives in the market, and finally decide on the appropriate one to use. When consumers seek information about drugs, some will be interested in knowing as much as possible and pay close attention to several types and brands of medicines for the same indication. Meseret (2020) shows that when people buy technologically advanced products, they consider lag performance and profit. Consumers consider both retrospectively and prospectively. The product release strategy the Company has followed previously influences how consumers view performance and performance improvements. It is the number of times a new product is announced and the pattern, or patterns, in which both are incorporated into the Company's introduction strategy, i.e. under its control. The introduction frequency is defined as the number of products released per unit of time or how often the Company launches new products. Process trust refers to the extent of consumers' cheerful acceptance of streamers, platforms, and products. In previous studies, many researchers have concluded that consumer trust positively impacts their purchase intention (Liu & Zhang, 2023).

Consumer trust in advertising and the experience gained can affect purchase value. Information conveyed excitingly can arouse consumer interest and excitement. Factors such as reference groups and previous experiences also play an essential role in influencing consumer opinions and decisions regarding a product. With changing references and experiences, new customers can be influenced, and their views towards the Company's products or services can be shaped. Therefore, understanding how self-efficacy, knowledge and persuasion strategies interact can help companies build and maintain consumer trust and increase their purchase value.

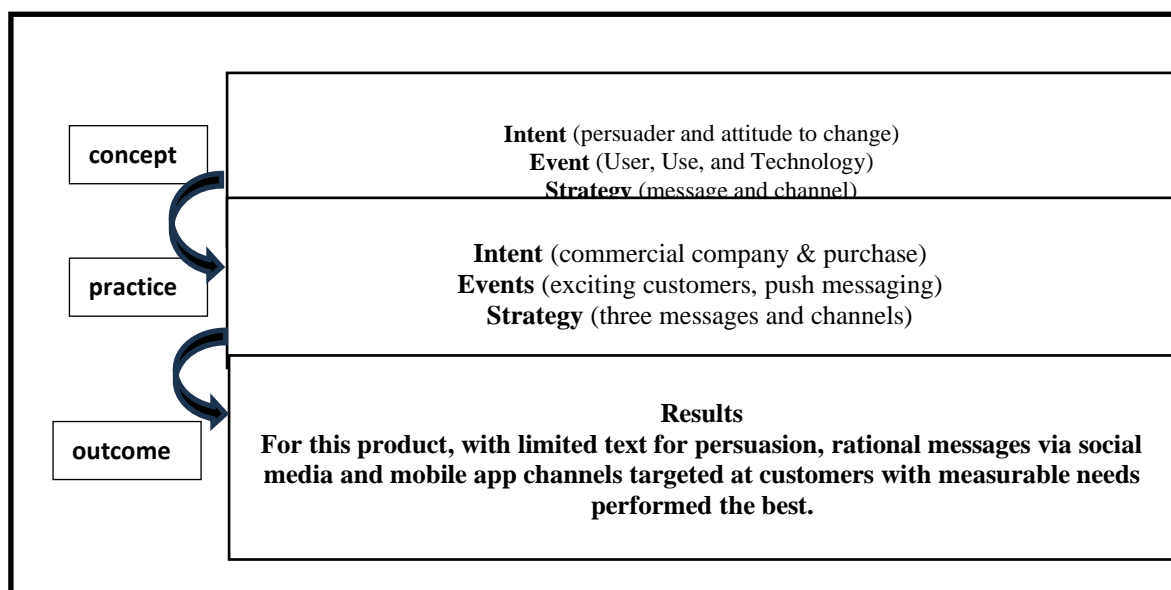


Figure 4. Visual of LINNECT Program against Persuasion Theory

Source: (Marzouk et al., 2022)

Figure 4 describes the interaction between message, channel and customer, where customers prefer facts over trusted communication channels, such as mobile apps. Customer trust is critical to increasing product sales. Companies must ensure honesty in product promotion and provide information that matches reality to build customer trust and loyalty. The LINNECT program shows that customer trust is essential in marketing by giving good service and meeting customer needs. Telkom's competitive advantage lies in the company's skills and resources that are superior to competitors, such as process standardization, which can improve customer evaluation of service quality. Companies should also pay attention to brand positioning awareness and provide clear information related to product availability in various regions to reduce consumer complaints. According to (El et al., 2023), Persuasion experts changed the cognitive response model persuasion theory. They complemented it with a less cognitively taxing process, emphasizing the role of 'cues' and heuristics. Trust affects the outcome of information-seeking behaviour. The knowledge of the outcome of information on Telkom news is essential because it affects consumer persuasion about negative and positive news, which is how consumers trust the Company.

Table 2. Implementation of the *LINNECT* marketing program

Aspects	Description
Destination	A company that has a robust digital context. It can benefit the long- and short-term future of customer needs.
Period	6-1 Year
Responsible	PT Telkom Enterprise division
Activities	<ol style="list-style-type: none"> 1. Evaluation of employees and managers. 2. Meeting for innovation proposal.
Target	All circles of both new and existing consumers
Output	<ol style="list-style-type: none"> 1. Potential risks associated with the technology are disclosed to users and given equal value for ethical considerations compared to the benefits of the technology. 2. Create a user-centered design method 3. Provide solutions and provide autonomy for different user groups

By implementing the LINNECT program, companies can assess customer care behaviour by considering various factors, such as knowing their customers. Companies can determine customer care behaviour by considering multiple factors, such as getting to know their customers (Waqar, 2020). Before using these tools to design goals, managers need to understand how they make their decisions in product management strategies. Managers also need to know how previous-generation product introduction decisions can affect consumer expectations of current and future-generation products. High perceived value can result in high customer satisfaction and good post-purchase intentions. Customer satisfaction can be achieved through services Telkom provides consumers from specific segments. The proposed product will provide consumers with knowledge because Telkom's offers are very diverse. Especially e-catalogues that are different every year. Each product can be accessed on one website with links and connected applications. The program's implementation will also be better in providing network info in certain areas by providing information on whether there are network constraints. Many telecommunications industries in Indonesia are moving from traditional forms to web-based and mobile digital contexts. For payments and bills, activation is already easier. Complaints made by the Company are via telephone and e-mail or come to Telkom. From experience, Telkom services are often prolonged, especially when providing information and reasons. Offers are made, and Telkom compensation has been provided. However, half of Telkom consumers complain about services and network problems. Provide many solutions for the 5.0 era that synergize with technology. Human resources at Telkom also benefit from a unified website based on the website. The increase in demand will have an impact on company sales where technology companies as providers of information technology tools and services and become a moment for companies in the technology sector to improve company performance in generating profits in the form of high returns, making it the best choice for investors to invest in the technology industry (Rahmentio et al., 2022).

The program is proposed because Telkom has excellent technology and is engaged in the best infrastructure in Indonesia. If this program is implemented without adequate technology, the disadvantage is that the website is down. Therefore, this proposed program is proposed to PT Telkom or Telkom Group. By marketing concepts and theories, the proposed program, which can also be called Link Connect, offers a variety of choices that can be integrated into one website—E-catalog information. Telkom has already implemented various solutions for them. However, individuals often perform a little slow service for home services, which are well-known in the sector and have existing problems. Purchase intention is a customer attitude showing how consumers decide after buying something. Purchase intentions are generally considered the most accurate measure of consumer behaviour (Marsasi & Yuanita, 2023).

Different theories of persuasion are based on using various rhetorical devices such as slogans, symbolism, colours, emotions, and figures of speech. Some build large-scale bundles of persuasion that are time-consuming and expensive (Singla et al., 2022); an attractive advertising display can make consumers change their actions. This proposed program can encourage consumers to make it easier to obtain increased sales. Information and beautiful visuals are refined as consumer trust relates to advertising. Consumer trust in advertisements and the

experience gained tends to influence purchase value. The information, which is then further stage, can make consumers interested in the pleasure they get. Information about products or services, including reference groups, also plays an essential role in influencing consumers. They are related to a product because it has been experienced before and influences societal opinions about a product. This changes the reference, and an important role can affect new customers.

Business website design allows consumers to search for businesses online, find out their location and contact information, find products and services offered, register their e-mail to get updates and promotions and make product purchases. Business websites usually use SEO to see the website quickly in search engines when consumers search for specific keywords. This ease creates purchase intent and motivation from uninterested customers to try. From a service research perspective, the pre-purchase stage significantly shapes the relationship between the Company and the customer. It is mainly characterized by customers' information search, which gathers information from company-controlled and peer-based sources across traditional and digital media channels (Klein et al., 2020). Consumer buying intentions are based on unpredictable situations and personal preferences. Customer goals and relationships must be more aligned with the interests of all organizational stakeholders as the business world becomes increasingly savvy in the digitalization era. The growing understanding is that to win the competition, it is essential to offer value and happiness to customers through premium products and services at competitive prices. Therefore, this study aims to discover more about the quality of service provided to customers. This purchase intention creates a motivation that continues to be recorded in the minds of consumers and becomes a strong desire. (Kadek et al., (2020).

Social media platforms have become today's means of communication where consumers express their purchasing behaviour, experiences, likes, and preferences regarding certain brands (Emini & Zeqiri, 2021). Consumer preferences must be known by the Account Manager so that the relationship that runs will be good. This program also aims to find out what people like so that they become customers and find information by using a website that is linked to a link. This preference works when there are offers from the Company to consumers, such as free installation, discounts, or vouchers to watch Netflix—the last time Telkom worked with Disney + Hotstar, Sales and consumer decisions perceived promotions with different angles and rankings, ranging from most desirable to least desirable, such as purchase intent, premiums, repurchase allowances, coupons, samples, consumer contests, and free demonstrations/tastings. As the superiors deliver, the Company's managers meet regarding what to do in marketing and finance and within each division. The results decide to offer to loyal customers.

The Company excels in infrastructure in the same field of competition in the telecommunications industry. Many Telkom subsidiaries provide global-based IT services such as the Internet of Things conducted by PT Pins Indonesia. Progress to the realm of virtual VR and the development of IKN Nusantara. Telkom's product development excels in infrastructure in the same field in competition in the telecommunications industry. Many Telkom subsidiaries provide global-based IT services such as the Internet of Things, carried out by PT Pins Indonesia. Progress to the realm of virtual VR and the development of IKN Nusantara. Technological advances have increased the need to integrate technology, but one of the most critical factors

must be considered is technology acceptance (Saleem et al., 2022). Technological advances have increased the need to integrate technologies, but one of them is The most crucial factor to consider is technology acceptance. Product development will facilitate the development of internet network technology currently utilized by cloud platform developers for the Enterprise sector. Cloud computing is a technology model that allows access to networks and resources such as servers, applications, and services, which are released to facilitate service. This also involves the need for client hardware. There is also convenience for consumers, which can be influenced by the amount of consumer buying interest for the money spent on subscriptions.

Culture is expressed in part through language. It serves an important social issue by conveying values, beliefs, and customs and promoting a sense of group identity. Programs also support social culture, such as specific events and national days. For example, points are awarded on Ramadan Day, and shopping vouchers are given. Independence Day gives free Internet for one day. Customers will be pleased and will be talked about by word-of-mouth marketing. This method will be effective after giving something special on Indonesia's national day—another way of implementing word-of-mouth marketing. The international world also recognizes the Company's culture, so it is referred to as a human resource development company. This role model of corporate culture achieves business targets in increasing sales. The LINNECT program also includes the best employees and the best sales. The award received will increase good performance in product development. The development can change the concept of time and space.

Companies with good reputations and services will positively influence consumers in the identification process (Radhea and Marsasi, (2023). The Company must be able to be in every change that exists. The Company continues to update its way of working to remain relevant. When you have implemented a good way of working, you need a method of planning goals achieved through the marketing process or the distribution of goods. This requires special management attention because production is only relevant if the product is sold. Customer satisfaction is the level of feelings that arise and compare with other products. Therefore, satisfaction is subjective. The assessment depends on the consumer himself. There are several benefits of customer satisfaction. Namely, it increases liking and loyalty to the product. Satisfaction is the primary basis for picking the services that Telkom provides. If customers are loyal, they will recommend it to others and tell them to. Companies with various products and services make the market situation more competitive. In handling customers, Telkom Company must position itself as a customer. The Company also recommends goods and services to others or consumers. Good service must create high customers. Satisfaction is used to differentiate new consumers. There is brand awareness and brand knowledge where customers come from. Purchase interest is a force that exists in individuals, which will impact an action taken by Telkom services themselves. This also has an impact on consumers' purchasing decisions.

Customers can become dependent on the use of services and the environment and regulations in each region regarding internet speed and lack of obstacles. Offering this type of program can also do a challenge in the form of a video about Telkom products, and if there is good feedback, it will give something profitable. Telkom itself has done things like this from

various divisions. With indicators, interest in buying products, ease of getting products, purchasing situations, and interest in repurchasing. According to (Aufa & Marsasi, 2023). Consumers feel satisfied and buy if they have sufficient information about a product. This information quality directly relates to certain consumer attitudes and perceptions of the product. Quality is highly applied in companies in the telecommunication industry. The Company has carried out product and network checks in several regions in marketing services. They provide the best even though some consumers experience problems and slow handling. Service solutions are known to the community; the Company conducts socialization, such as the distribution of WiFi at several points. There is also clean water empowerment. This opportunity is in addition to empowering and collaborating with the government. Will be recognized in the product in various areas far from the WiFi installation point. The Company also partners with many companies that support technology, such as Content and Microsoft. Microsoft, a leading global technology company with experience and digitalization, is a good combination. Telkom accelerates the Company's adoption rate of cloud-based services and provides a secure cloud environment for conducting services. The proposed program is a consumer behaviour with the concept of buyer intention. Companies in the promotion sector are required to match what is said. Customers will trust further if it matches the expectations offered. This honesty will increase service and consumer interest. Loyalty will also increase. Customers with loyalty will quickly make higher payments by knowing certain service features. Loyalty customers are also customers with the concept and theory of persuasion and unnecessary purchase desires. Because this trust in products and services makes customers satisfied. Not only does it provide solutions based on what customers need, but in the search and click sector, it can be seen what is popular and what trends customers want to know and want to do. Telkom usually uses a questionnaire to fill out the service. This program offers an assessment of the website provided. Customer satisfaction surveys and indicators, as well as the level of market segmentation, will be used to determine what needs to be implemented in the company's proposed program.

CONCLUSION

This research proposes the proposed program "LINNECT" as an innovative step by PT Telkom Witel Yogyakarta to improve marketing services by presenting product and service information on one website. This program is based on the theory of persuasion, which utilizes the concept of consumer purchasing decisions to influence consumer behaviour. With this program, Telkom can provide easy access to information and promotions to customers, increase customer satisfaction, and achieve target points with attractive rewards. The practical implication of this research is to positively contribute to the relationship between the Company and customers and provide program proposals that can improve service quality and sales.

For academics, this research provides insight into applying marketing mix, competitive strategies, and innovative programs in the telecommunications industry. The author's suggestions during the research at PT Telkom Witel Yogyakarta are as follows: (1) The application of persuasion theory in marketing with the concept of consumer purchasing decisions can help overcome existing weaknesses. The company is expected to be able to implement the program

for various services on one platform to attract customers. (2) Information that is easily obtained but scattered across various Telkom websites can make it difficult for users to understand other products. PT Telkom needs to create an easy and attractive system, with the stages of consumer purchasing decision concepts as guidelines. This system can be made using today's advanced technological infrastructure so that all consumer segments can easily understand all services, information, and improvements.

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