

MARKETING | RESEARCH ARTICLE

Marketing Strategies in Maintaining IM3 Product Customer Loyalty

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ABSTRACT

This study analyzed the marketing strategies for maintaining customer loyalty for IM3 Sukabumi products. A qualitative research method was employed, using interview techniques with five participants. The researcher served as the primary instrument for data collection. To ensure the quality of the data, validation and consistency tests of informant statements were carried out using triangulation techniques. Data analysis was conducted through descriptive analysis, which involved reviewing and synthesizing the research findings. IM3's marketing strategy, based on the 4Ps marketing mix, was adopted and further developed by PT. Maju-Maju Jaya Sukabumi. This strategy, including online marketing across various social media platforms and conventional direct marketing, has been highly effective and appealing to customers. As a result, it has proven successful in maintaining and increasing customer loyalty. This research uses a qualitative approach, and triangulation techniques were applied to validate the consistency and accuracy of the informants' statements. The study focuses on a single product from one company. Future research on similar topics should involve a larger sample size or a broader scope, potentially utilizing a quantitative approach, to provide more comparative results.

Keywords: Marketing Strategy, 4Ps, Online and Conventional Media.

I. Introduction

The telecommunications industry in Indonesia is highly competitive and dynamic. This sector comprises mobile, internet, and other telecommunications service providers competing for customers' attention and business. In such an environment, brands must establish strong brand awareness to compete effectively. One of the key players in the Indonesian telecommunications industry is IM3 Indosat. As one of the major cellular operators in Indonesia, IM3 Indosat has a broad product portfolio, including prepaid and postpaid mobile services, internet services, and other telecommunications offerings. IM3 Indosat has been operating in Indonesia for many years.

The history of IM3 Indosat (now known as Indosat Ooredoo) in Indonesia began with the establishment of PT Indosat in 1967. Establishment of Indosat (1967): PT Indosat Tbk was founded on August 20, 1967, as the first telecommunications company in Indonesia. The company resulted from a collaboration between the Indonesian government and foreign countries, including Arab nations and Sweden. Initially, Indosat focused on providing international telephone services. Expansion of Telecommunications Services: In

its early decades, Indosat expanded its network and began offering various telecommunications services across Indonesia. These services included fixed-line, mobile, and data offerings. Launch of the IM3 Brand In 2006, Indosat launched the IM3 (Indosat Multimedia Messaging) brand, later known as IM3 Ooredoo. The IM3 brand primarily focuses on prepaid mobile services and aims to provide customers with innovative services and data solutions.

The Era of Cellular Telephones and Data Services: With the launch of IM3, Indosat entered Indonesia's rapidly growing cellular telephony and data services market. IM3 offers prepaid customers a variety of data packages, high-speed internet services, and SMS and voice services. **Partnership with Ooredoo (2015):** In 2015, Indosat entered a strategic partnership with Ooredoo Group, a global telecommunications company based in Qatar. This partnership led to the company being rebranded as "Indosat Ooredoo." The collaboration significantly helped Indosat expand, enhance its network, and improve its services. **Development of Digital Services:** Indosat Ooredoo continued to innovate by developing various digital services, including digital payments, entertainment, and data applications. These innovations made it easier for customers to access the services and content they needed. **Competitive Landscape in the Telecommunications Industry:** Indosat Ooredoo is one of Indonesia's most prominent telecommunications industry players. The company remains committed to providing high-quality, innovative services to meet the needs of Indonesian customers, including those in regions like Sukabumi. **Brand Awareness Development:** Indosat Ooredoo has focused on building brand awareness through effective marketing strategies, which include promotional campaigns, advertising, and branding efforts to strengthen its market position. Since its founding, Indosat has become one of Indonesia's largest telecommunications operators. The company continues to grow and adapt to meet the ever-changing demands of the telecommunications industry. IM3 Indosat must have an effective marketing strategy in today's competitive market to boost brand awareness and maintain its market share. Strong brand awareness helps the company build a positive image, increases consumer trust, and influences purchasing decisions. IM3 Indosat employs various marketing strategies to strengthen brand awareness, such as TV advertisements, social media campaigns, and sales promotions. However, the effectiveness of these strategies still requires ongoing evaluation and analysis.

Indosat IM3 in Sukabumi City has implemented various strategies to maintain customer loyalty. One of these strategies is the MyIM3 application, which simplifies access to services such as topping up credit, purchasing data packages, and tracking the remaining balance in real-time. The app is designed with a user-friendly interface, making it accessible to all demographic groups. Additionally, IM3 has outlets in several strategic locations in Sukabumi, such as Jalan Ahmad Yani and Jalan Suryakencana, which make it easier for customers to access services like purchasing starter packs, bill payments, and customer assistance. Indosat IM3 also regularly offers attractive promotional programs, such as Hot Promo, which provides large data quotas at affordable prices. Massive branding efforts are carried out through social media, banners, advertisements, and sponsorships to increase brand awareness within the community. Furthermore, IM3 educates customers via mass media and social media to keep them informed about the latest products and maintain good communication. However, several challenges have contributed to the decline in IM3's customer base in Sukabumi. Internally, the main concerns are high data package prices, unstable network quality, and less responsive customer service. Externally, tough competition from other telecom operators and the growing trend of customers opting for more stable and affordable home Wi-Fi solutions have also affected customer loyalty. Data indicates that Indosat's market share has significantly dropped, from 85% in 2019 to 60% in 2023. To improve brand awareness in Sukabumi, IM3 needs to understand local consumer preferences better, maximize digital marketing strategies, and improve network quality. Addressing challenges such as intense competition, evolving consumer behavior, and market instability will be crucial for Indosat IM3 to remain relevant and become the top choice for Sukabumi residents.

Several studies emphasize the critical role of brand awareness in enhancing customer loyalty and influencing purchasing decisions. For instance, research by Oktaviani and Rahmawati (2021) shows that marketing strategies via social media are effective in building brand awareness, particularly among younger consumers. Meanwhile, a study by Santoso and Wibowo (2020) highlights the importance of promotional

programs and customer experience in cultivating a positive image for telecommunications companies. Based on these findings, it is evident that evaluating and refining IM3 Indosat's marketing strategies is essential for improving brand awareness in an increasingly competitive market. This research aims to analyze the effectiveness of IM3 Indosat's marketing strategy in enhancing brand awareness in regions such as Sukabumi. Specifically, the study seeks to identify the most effective strategies for building a positive brand image, boosting customer trust, and driving purchasing decisions. The findings of this research are expected to offer strategic recommendations that will help IM3 Indosat strengthen its competitiveness and expand its market share in the Indonesian telecommunications industry.

II. Literature Review and Hypothesis Development

2.1. Marketing Mix

The marketing or promotional mix combines various elements or tools a business or organization uses to achieve its marketing objectives (Kotler & Keller, 2016). The marketing mix consists of four key elements, often referred to as the "Four Ps" of marketing, as outlined by P. Kotler (Kotler & Keller, 2016):

- a) Advertising: Advertising involves using media such as television, radio, print, online platforms, or outdoor advertising to communicate messages to target audiences. The goal is to raise awareness and generate interest in a specific product, service, or brand.
- b) Sales Promotion: Sales promotions include temporary offers or incentives to encourage immediate purchases, such as discounts, coupons, contests, or loyalty programs.
- c) Public Relations: Public relations refers to efforts aimed at building and maintaining a positive image of an organization or brand through media coverage, public events, press releases, and other communication channels. The goal is to cultivate a favorable reputation.
- d) Direct Marketing: Direct marketing involves targeting specific individuals or groups through mail, email, telemarketing, or text messaging. The primary aim is to generate direct responses or feedback from consumers.

In addition to these four key elements, the marketing mix has evolved to include other strategies such as content marketing, social media marketing, sponsorships, and event marketing. The success of the marketing mix depends on the business goals, target audience, and available budget. The selection and integration of these elements must align with the organization's overall strategy and marketing objectives.

2.2. Marketing strategy

A marketing strategy is a structured plan integrating and coordinating various marketing elements to achieve specific business and marketing objectives (Panuju, 2019). It involves selecting tools and tactics that best suit the target audience and market conditions. The key elements of an effective marketing strategy include:

- a) Understand Your Target Market: The foundation of a successful marketing strategy is a comprehensive understanding of the target audience. This includes identifying potential consumers, understanding their needs, desires, behaviors, and how they engage with media and brands.
- b) Clearly Defined Goals: Set specific, measurable, achievable, relevant, and time-bound (SMART) marketing objectives. Examples of these goals could be increasing brand awareness, driving sales of a particular product, or acquiring new customers.

- c) **Craft Compelling Messages:** Develop messages that align with your objectives and resonate with your target audience. These messages should be clear, persuasive, and highlight the unique value of your product or service compared to competitors.
- d) **Set a Marketing Budget:** Establish a budget that supports your marketing goals, and allocate resources effectively across the various components of your strategy.
- e) **Measurement and Analysis:** Identify metrics and Key Performance Indicators (KPIs) to evaluate the success of your campaigns. Use data analytics to track progress, assess feedback, and adjust strategies as necessary.
- f) **Integration and Consistency:** Ensure that all marketing elements are cohesive and work together to communicate a unified message. Coordinate activities across different channels to maximize their impact.
- g) **Targeting and Personalization:** Utilize consumer data and technology to target smaller, specific market segments. Whenever possible, personalize messages for individuals to enhance engagement.
- h) **Develop an Implementation Plan:** Create a detailed plan for executing your strategy, including campaign timelines, resource allocation, and assigning responsibilities for each task.

An effective marketing strategy requires thorough planning, a deep understanding of the target market, and flexibility to adapt to industry or business environment changes. It should also be supported by continuous monitoring and performance measures to ensure that objectives are achieved.

2.3. Customer loyalty (Consumer Theory)

Brand awareness refers to consumer recognition and familiarity with one or more brands. It reflects how well consumers can identify, recall, and distinguish a brand among the various options available in the market. Brand awareness can be measured by how easily consumers recognize a logo, brand name, slogan, or other unique characteristics associated with the brand. Brand awareness is a critical element of marketing strategy because consumers tend to choose brands that they are familiar with. Brands with higher levels of awareness have an advantage in influencing consumer purchasing decisions. As a result, companies often invest in marketing activities, such as advertising, promotions, event sponsorships, and other campaigns, to enhance brand awareness. In summary, brand awareness is a key marketing metric that shows how well consumers can recall or recognize a brand in a competitive marketplace. It plays an essential role in building customer loyalty and influencing purchasing behavior.

- a) **Brand Recognition:** Brand recognition occurs when consumers can identify a brand among other options based on its logo, brand name, or other distinctive visual elements. For example, consumers might recognize the Coca-Cola logo compared to other beverage brands.
- b) **Brand Recall:** Brand recall happens when consumers can remember a brand without seeing its logo or name. For example, when considering soft drinks, the Coca-Cola brand may come to mind without looking at its logo or packaging.
- c) **Top-of-Mind Awareness:** Top-of-mind awareness refers to the brands consumers think of when asked about a specific product or service category. Brands that achieve this level of awareness often have a significant advantage in influencing consumer purchasing decisions.
- d) **Unaided and Aided Brand Awareness:**
 - **Unaided Brand Awareness:** This occurs when consumers can name a brand independently without the help of examples from other brands in the same category. For example, consumers may name a car brand without being reminded of others.
 - **Aided Brand Awareness:** This occurs when consumers can recognize or recall a brand after receiving cues or examples related to the product or service category. For example, when given a list of car brands, consumers can identify the ones they are familiar with.

- e) **Brand Building:** Brand image refers to consumers' perceptions of the brand, including its values, product attributes, emotions associated with it, and consumer experiences. A positive brand image can enhance brand awareness by improving brand recall and recognition.
- f) **Factors Influencing Brand Awareness:** Several factors influence brand awareness, such as advertising, promotions, product quality, brand image, consumer experiences, and interactions with the brand through social media and other online platforms. Understanding these factors is essential for measuring and managing brand awareness, as it enables businesses to develop effective marketing strategies that strengthen brand recognition among consumers.

Factors Influencing Customer Loyalty: Customer loyalty is influenced by care, trust, length of patronage, and overall satisfaction (Robinette, 2001).

- a) **Attention (Caring):** The company must be attentive to customer needs, expectations, and issues. By addressing these aspects, customers will feel satisfied and are more likely to make repeat purchases, ultimately becoming loyal to the company. The more attention a company gives to its customers, the greater the potential for customer loyalty to develop.
- b) **Trust:** Trust is built over time through mutual understanding and reliability. Once trust is established between the company and the customer, further efforts to strengthen this relationship become easier. Customers' trust in the company reflects the strength of their relationship. A company can build trust by ensuring its products meet the promised quality or perfection. When customers feel confident in the company's offerings, they are less likely to switch to competitors.
- c) **Protection (Length of Patronage):** The company must be able to offer protection to its customers, whether in terms of product quality, customer service, complaints handling, or after-sales support. When customers feel protected, they are more confident in conducting transactions and interacting with the company, knowing their needs and concerns will be addressed.
- d) **Overall Satisfaction:** Overall satisfaction is an accumulative evaluation based on total purchases and consumption of goods or services over a specific period. It is influenced by various components, such as satisfaction with the service provided by company representatives and satisfaction with the company. To foster overall satisfaction, the company must ensure that all customer interactions are positive. This includes optimizing its facilities and resources to ensure customers can conveniently access services whenever and wherever needed.

2.4. Brand Awareness Indosat

1. IM3 Indosat Indonesia is a telecommunications service provider in Indonesia that has been operating since 2002. The following is some information regarding the brand awareness of IM3 Indosat Indonesia products:
2. IM3 to school: IM3 Indosat Indonesia carries out the IM3 Goes to Campus activity to show the company's contribution in strengthening relationships and brand awareness among students.
3. Changing brands/ Rebranding: Indosat Ooredoo, the company that owns the IM3 brand, changed its name in 2015
4. This can influence consumers' perception of the IM3 Indosat Indonesia product brand.
Bobotoh's point of view:
5. A research was conducted to determine the level of awareness, brand image, and loyalty of Indosat IM3 Ooredoo in the eyes of Bobotoh.
6. The research results show that awareness of the IM3 Indosat Indonesia brand is relatively high in Bobotoh.

7. Integrated marketing: PT Indosat communicates changes in corporate identity to the public through integrated marketing. In this way, current and potential customers will become increasingly aware (brand awareness) that Indosat Ooredoo can be used as a supplier.
8. Impact of brand awareness: The research was conducted to determine the influence of brand awareness, brand associations, perceived quality, and brand loyalty on the brand value of the Indosat Indonesia IM3 Starter Card.

III. Research Method

3.1. Types of research

This study employs a case study method, which is a qualitative research approach. Case studies are used to deeply explore phenomena within a specific, unique context, bounded by space and time (Hyett et al., 2014). This method aims to obtain comprehensive information about a particular case and highlight its key characteristics (Sugiyono, 2023). The data collection techniques utilized in this case study include: In-depth interviews, Observation, and Documentation.

3.2. Research Object

The object of this study is the Marketing Strategy and Customer Loyalty of PT Maju-Maju Jaya Sukabumi, with a specific focus on IM3 products. The research focuses on the following:

- a) Marketing Strategy: Indicators include advertising, promotions, public relations, and direct marketing; Analysis is guided by a 16-item interview question grid designed for these indicators.
- b) Customer Loyalty: Indicators include attention (caring), trust, length of patronage, and overall satisfaction; A 12-item interview question grid was developed to examine these dimensions.

3.3. Sample and Data Sources

Criteria relevant to the research objectives, such as IM3 Customers, Indosat Outlet Owners/Partners, IM3 Customer Service Representatives, and Supervisors from PT Maju-Maju Jaya

3.4. Data Source

Directly obtained through interviews, field observations, documentation, and secondary data from relevant books, journals, archives, and other related documents.

3.5. Data Collection Techniques

Data collection techniques in this research include In-Depth interviews conducted using a structured or semi-structured format with pre-prepared guiding questions. The interview process involves the following steps:

- a) Defining the objectives of the interview.
- b) Identifying relevant informants.
- c) Conduct the interviews and record the results systematically. Conducted through participatory observation to gain insights into the organization's marketing strategies and collect relevant supporting documents, including company reports, photographs of activities, and other related archives. The validity of the collected data is ensured through triangulation, which involves cross-verifying data obtained from interviews, observations, and documentation to ensure consistency and accuracy.

3.6. Data Analysis Techniques

This research utilizes data analysis techniques as outlined by Miles and Huberman (2014), consisting of the following steps:

1. Data Collection
Data is gathered through interviews, observations, and documentation to understand the subject matter comprehensively.
2. Data Reduction
The collected data is summarized, categorized, and filtered to focus on information relevant to the research objectives.
3. Data Presentation
The data is organized and presented systematically in descriptive narratives, tables, or visual formats to more effectively identify emerging patterns and themes.
4. Drawing Conclusions
Conclusions are derived by analyzing patterns, relationships, and insights from the processed data, ensuring they align with the research questions and objectives.

By following this approach, the study seeks to deliver a detailed and meaningful understanding of the marketing strategies employed by PT Maju-Maju Jaya in fostering customer loyalty for IM3 products.

IV. Results and Discussion

4.1. Analysis Result

The findings from the field research indicate that all participants, comprising customers, sellers of Indosat products, and informants (including key and additional informants), validated through triangulation, agree that the marketing strategies for IM3 products implemented by PT Maju-Maju Jaya Sukabumi are highly effective. These strategies include leveraging the marketing mix and employing internal marketing approaches to maintain customer loyalty. Key positive aspects identified in the research include:

- Excellent and responsive customer service.
- Diverse promotional programs delivered through social media, traditional channels, and direct marketing.
- Clear and transparent pricing and quota package options.
- Stable and reliable network quality.
- A strong focus on customer appreciation, trust, data security, and user comfort.
- Ease of purchasing or recharging Indosat quota packages, even in remote areas.
- IM3 Sukabumi Product Marketing Strategy by PT Maju-Maju Jaya

A strategy is a comprehensive approach that involves the ideation, planning, and execution of activities within a specific timeframe. Coordinating workgroups characterizes effective strategies, identifying supporting elements, adhering to principles of sound implementation, evaluating financial performance, and applying tactical measures to achieve goals efficiently. As a strategic function, marketing involves various elements and techniques to position an organization or brand within its target market. It plays a pivotal role in achieving business objectives, building a robust brand, and fostering positive consumer relationships. The marketing strategy of PT Maju-Maju Jaya Sukabumi for promoting IM3 products adopts a structured approach. It begins with ideation, advances through detailed planning, and culminates in implementing diverse activities. These efforts are communicated through various marketing tactics, ensuring effective management,

coordination, integration, and communication of the company's goals and brand values to its target market. The findings indicate that informants highlighted the importance of efficient and responsive service in resolving customer complaints and addressing issues with IM3, an Indosat product. Customer data security is also a top priority and a key commitment by Indosat to its customers. Service, alongside the physical products, is crucial in maintaining and improving the relationship with Indosat partner outlets, Indosat customer service (CS), and PT MMJ Sukabumi, which serves as Indosat's distributor in Sukabumi. High-quality service, coupled with a swift response to managing and resolving customer complaints—including those related to product performance—helps eliminate customer doubts, ensuring they feel valued and satisfied. This supports the findings of Fitriani et al. (2021), who concluded that superior service quality fosters positive consumer perceptions, enhancing customer satisfaction.

In addition, various promotional programs—such as hot promotions, quota packages, and transparent pricing—and the stability of the Indosat network in various regions have been effectively communicated through social media, traditional media, and direct marketing advertisements. These efforts have successfully attracted customers' attention. This demonstrates Indosat's speed and precision in selecting and implementing online and offline marketing communication strategies, which has significantly increased customer awareness and interest in Indosat's products. As a result, customers are more likely to make repeat purchases. This is consistent with the findings of Revandi (2022), who concluded that advertising, promotions, and social media interactions significantly impact brand awareness. The high level of awareness and the growing number of Indosat users in Sukabumi can be attributed to the company's timely and targeted marketing efforts.

The Indosat program is another marketing strategy that has significantly impacted society by improving and equalizing network quality in several remote areas. This effort has successfully restored and increased network stability, which has supported online mobility and facilitated faster communication. Through infrastructure maintenance, Indosat has worked to enhance the quality of the IM3 network, resulting in greater customer satisfaction among IM3 users. This initiative has also helped rebuild trust and expand the number of IM3 users in remote areas where service improvements have been made. As Nugraha & Sufa (2022) stated, customer satisfaction with a product or service occurs when a company provides service quality that meets customers' expectations, both after the purchase and during product use. Product quality, service quality, marketing personnel, network performance, advertising, and various promotional activities across different media are critical factors in increasing customer interest, awareness, and satisfaction. The following illustrates the components of the IM3 Sukabumi marketing strategy implemented by PT. MMJ Sukabumi.

Figure 1 shows the effectiveness of PT's IM3 marketing strategy. MMJ Sukabumi begins with the development and maintenance of Indosat's network infrastructure. This is followed by improvements in service quality, products, and network performance, and the enhancement of human resources (HR) for marketers. Additionally, advertising and promotional programs are implemented, featuring attractive offers through both online platforms (social media) and conventional media, as well as offline strategies such as direct marketing by the DS team. This integrated marketing strategy successfully boosts brand awareness, captures customer attention, increases interest, and ensures the product meets customers' needs and expectations.

4.2. Marketing Strategy Through the Marketing Mix by PT. Maju-Maju Jaya

The marketing or advertising mix combines various elements or tools a business or organization uses to achieve its marketing objectives (Kotler & Keller, 2016). According to Kotler and Keller (2016), the marketing mix consists of four key elements, often called the "4Ps": advertising, sales promotion, public relations, and direct marketing. PT. Maju-Maju Jaya Sukabumi heavily relies on the marketing mix as a strategic approach to expand its market reach, maintain, and enhance customer loyalty. Although numerous global marketing strategies and tactics are currently used, combining the 4Ps remains highly relevant for implementing adaptive and innovative marketing strategies.

Based on the analysis of informants' responses, opinions, and experiences, several important keywords representing advertising, sales promotion, public relations, and direct marketing were identified. These keywords reflect the comprehensive success of IM3's marketing strategy by PT. MMJ Sukabumi is responsible for reaching, understanding, and meeting customer expectations and needs. Regarding advertising, Indosat effectively creates ads that capture customers' attention, highlighting service quality and product features, continuously updating promotional programs, clear messaging, and various affordable quota packages. Furthermore, the company selects the right brand ambassadors and produces high-quality advertisements across digital platforms (online) and traditional media (offline).

Online digital advertising through various social media platforms, such as YouTube, Facebook Ads, TikTok, Instagram, and other online media, is an effective marketing strategy using digital and interactive visuals to convey messages and promotions to a broader audience quickly. This strategy helps target customers and the general public across various segments, reminding them of the Indosat brand and solidifying its position in their memory. This approach is supported by research from Wijaya and Dewi (2023), who concluded that digital marketing strategies via social media platforms are fast and interactive methods for communicating the advantages and benefits of product brands, significantly influencing customer awareness and memory (Wijaya & Dewi, 2023). Similarly, conventional media, such as marketing billboards, banners, and posters, remain practical and essential in this era. According to Bustaman (2021), conventional media, including billboards, posters, and banner stands placed at strategic locations, continue to serve as a crucial form of secondary advertising (Bustaman, 2021). Additionally, direct marketing will be done by the DS team of PT. MMJ Sukabumi—by visiting specific communities and busy locations and organizing school events—has significantly impacted the increased use of Indosat products. This aligns with the findings of Opoku et al. (2014), who emphasized that direct marketing, as a communicative and interactive medium, directly influences customer engagement and loyalty (Opoku et al., 2014).

Sales promotions and digital marketing on social media emerged as key components when informants discussed marketing mix strategies. Various social media platforms, such as WhatsApp, TikTok, Instagram, and others, continue to be vital tools in the marketing mix. The MMJ Sukabumi team also conducts weekly visits to the field to engage with customers directly. Research by Wijaya and Dewi (2023), Shalihah et al. (2023), and Dalem and Sutari (2017) found that sales promotions distributed through social media platforms are effective in quickly capturing customer attention, which can stimulate interest in the product or even increase loyalty among existing customers who are already familiar with the product (Wijaya & Dewi, 2023; Shalihah et al., 2023; Dalem & Sutari, 2017).

PT implemented the IM3 marketing mix strategy. MMJ Sukabumi includes attractive marketing promotions, such as offering various extensive quota options at competitive prices. Indosat's products are designed to provide value and multiple benefits, which are key factors in the attractiveness of these promotions. Khan et al. (2020) identified that factors influencing customer attention and loyalty include convenience, interaction, value, and benefits offered by a product (Khan et al., 2020). The intensity of service and promotions can motivate and reinforce the enthusiasm of Indosat partner outlet owners. Additionally, product displays at outlets, such as foster displays, are further reinforced by the routine checks conducted by the DSF MMJ Sukabumi team at these outlets.

Public Relations Indosat's strong reputation in the public sphere is closely tied to its commitment to delivering excellent service to customers and society. The company continuously improves its network infrastructure, extending access to remote areas. Additionally, Indosat actively participates in social and development programs, such as constructing wells in underserved regions, supporting orphanages, distributing social assistance, and contributing to several mosques. One significant finding from informants regarding public relations is that Indosat not only prioritizes service quality but also consistently engages in social and economic development programs that create a direct and meaningful impact on communities. These initiatives enhance public trust, expand the customer base, and reinforce Indosat's positive image. Such activities provide customers with memorable and satisfying experiences, reinforcing their loyalty to the brand.

These findings are consistent with the conclusions of Zaid and Patwayati (2021), who observed that a superior customer experience positively affects customer satisfaction and loyalty (Zaid & Patwayati, 2021).

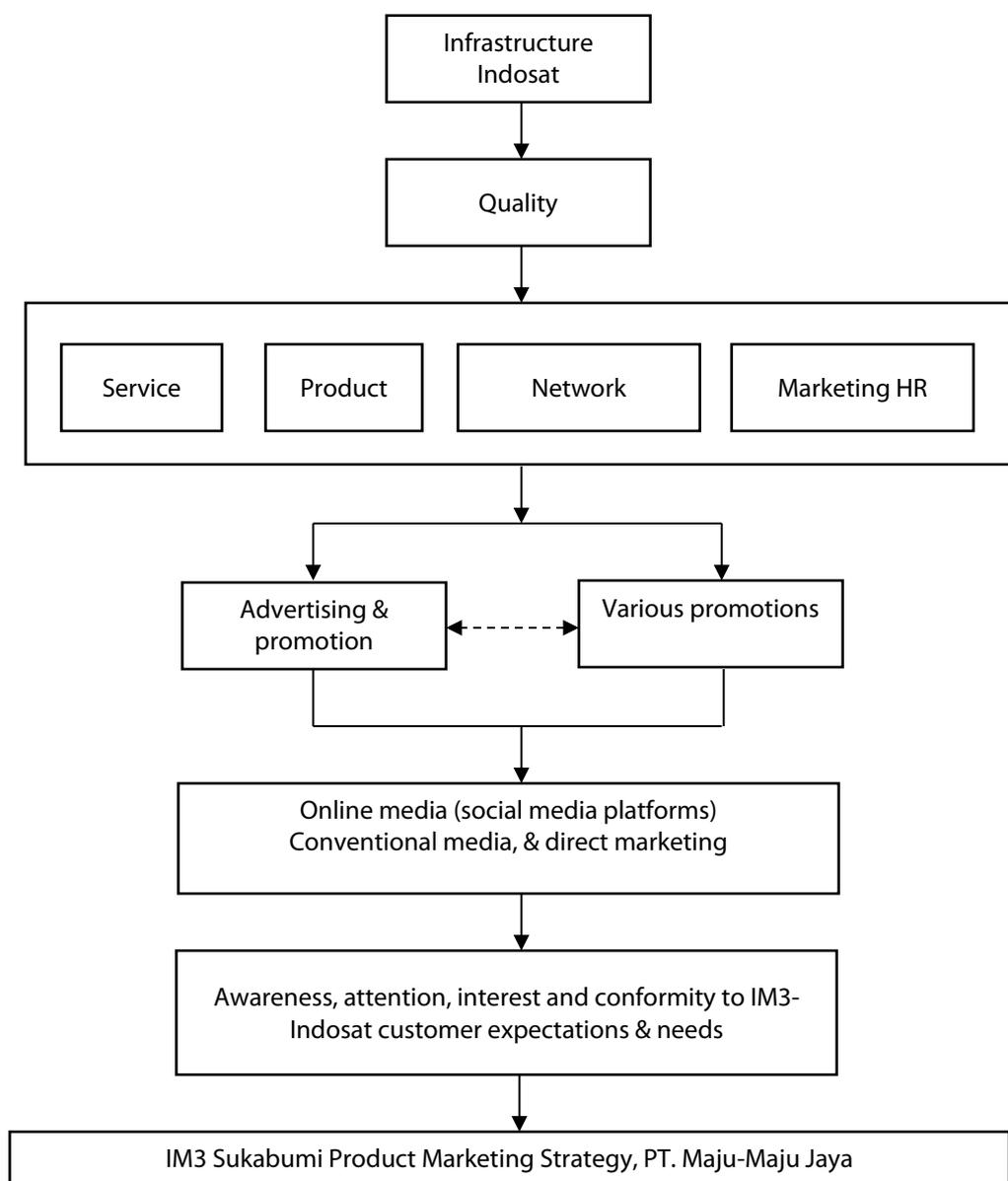


Figure 1. IM3 Marketing Communication Strategy

Source: Research findings developed by the author, 2024

Direct marketing is a key strategy employed daily by various divisions within IM3 and PT. MMJ Sukabumi, particularly the DS division. This team engages in direct outreach to various regions, high-traffic locations, and organized events. For instance, they conduct school campaigns to target students with tailored programs and reach out to specific community groups, such as Gojek drivers and other local organizations. A dedicated team ensures effective implementation of these direct sales efforts.

Indosat's direct marketing efforts have proven highly effective, particularly in addressing areas where sales have declined. By launching targeted programs and promotions supported by improved network

stability, these campaigns have consistently led to significant increases in both user adoption and sales. This demonstrates the precision and impact of Indosat's direct marketing approach. Empirical data supports this effectiveness; when network quality and direct engagement are prioritized, Indosat consistently experiences notable growth in its user base and sales in the subsequent periods. These observations align with the findings of Othman et al. (2020), which highlight that direct marketing significantly influences repeat purchases. The research concludes that direct marketing positively impacts customer satisfaction and loyalty (Othman et al., 2020).

The key factors contributing to the success of Indosat's direct marketing strategy include its ability to educate and increase public awareness about the benefits and advantages of Indosat products. Moreover, a proactive Direct Sales Force (DSF) team significantly enhances the strategy's effectiveness. This team promptly addresses weak signals or declining sales by initiating targeted promotions and intensive marketing campaigns. These efforts have consistently proven successful in boosting the usage of Indosat services, restoring signal quality to optimal levels, and improving overall customer satisfaction. The following section presents illustrations and components of the marketing strategies implemented through the 4Ps marketing mix by PT. MMJ Sukabumi:

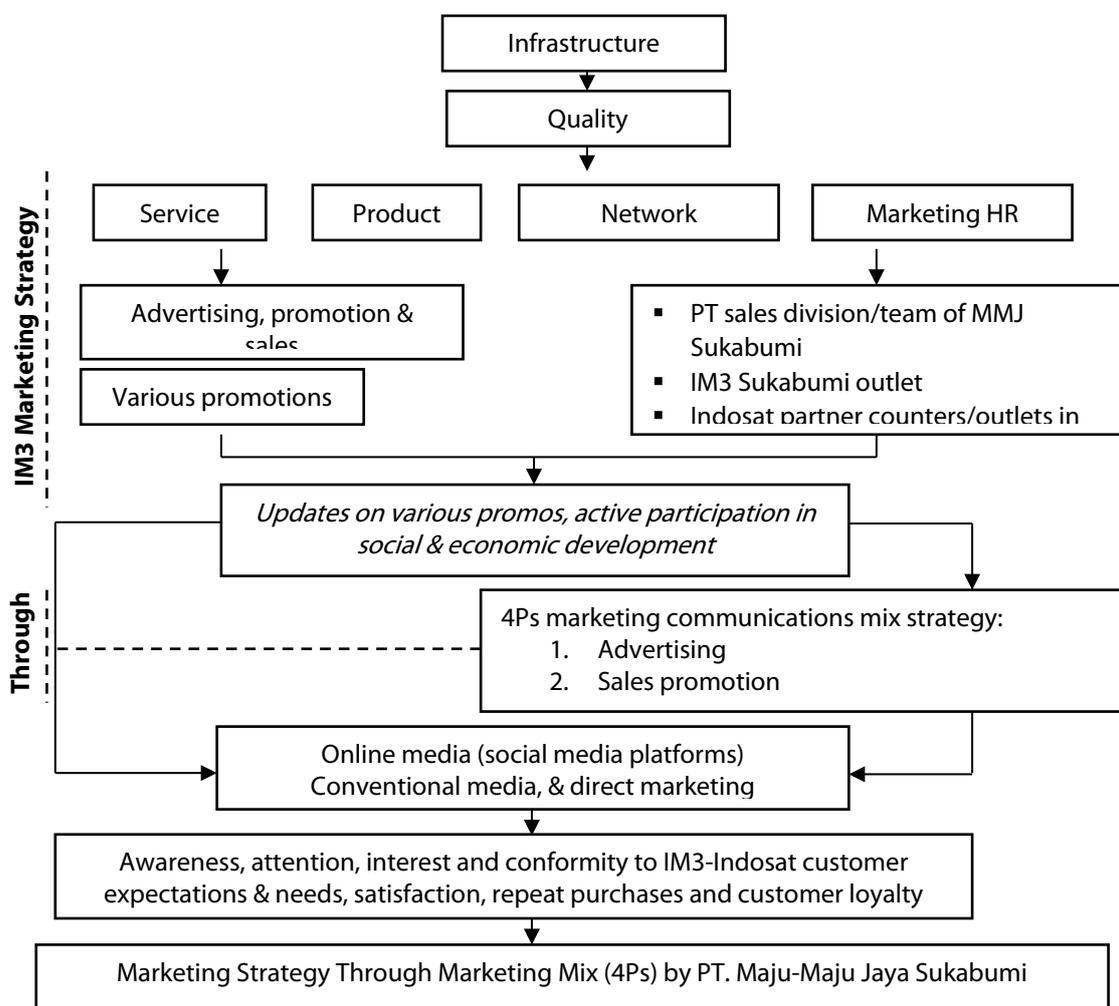


Figure 2. Illustrates The Marketing Strategy Using The 4Ps Marketing Mix Implemented

The components of this marketing strategy, carefully selected and executed as part of Indosat's commitment to maintaining and enhancing customer satisfaction, were further refined by adopting the 4Ps

framework. PT. Maju-Maju Jaya Sukabumi markets IM3 and other Indosat products by leveraging both online platforms (various social media channels) and conventional approaches and direct marketing efforts. These strategies aim to sustain and improve customer satisfaction, fostering strong customer loyalty. Additionally, selecting the correct celebrity figure as a brand ambassador significantly impacts the effectiveness of IM3's marketing strategy.

The growth in awareness, attention, interest, alignment with customer expectations and needs, and the resulting customer satisfaction, repeat purchases, and loyalty are tangible outcomes of the successful application of this 4Ps strategy. These achievements are driven by the relevance and precision of marketing messages, the appeal of advertisements, clarity in information and promotional offers, reliable network quality, effective advertising channels, consistently high-quality service, intensive direct marketing efforts, and impactful programs executed by Indosat. Furthermore, initiatives such as expanding network coverage in remote areas, increasing the number of Indosat partner counters/outlets, offering prizes and rewards, and actively participating in social and development programs have significantly bolstered customer trust. These efforts have also enhanced the reputation of both PT. Maju-Maju Jaya Sukabumi and Indosat on a broader scale.

4.3. Marketing Strategy in Maintaining Customer Loyalty for IM3 Sukabumi Products

4.4.

The IM3 marketing strategy by PT. MMJ Sukabumi begins with constructing and maintaining Indosat's network infrastructure, improving the quality of services, products, and networks, and enhancing marketers' human resources (HR). Advertising and promotion programs are executed through various attractive offers on both online platforms (social media) and conventional media, complemented by direct marketing efforts by the DS team. These strategies effectively boost customer awareness, attention, interest, and alignment with product needs and expectations.

Adopting an innovative 4Ps marketing strategy to implement and develop the IM3 marketing strategy by PT. MMJ Sukabumi has proven both appropriate and effective. This strategy has successfully maintained customer loyalty while expanding Indosat's market share, resources, and partnerships. Maju-Maju Jaya Sukabumi has demonstrated its ability to raise customer awareness, attention, and interest while matching customer expectations and needs. This has resulted in customer satisfaction, repeat purchases, and loyalty. The success of this marketing strategy is due to the alignment and accuracy of message content, the attractiveness of advertising, the clarity of information and promotional packages, stable network performance, the choice of effective advertising media, and consistently high-quality service provided to customers. Additionally, the intensity of direct marketing, various community programs, efforts to improve network access in remote areas, and the expansion of Indosat partner outlets have all increased customer trust. Furthermore, the active involvement in social and development programs has bolstered the reputation of both PT. Maju-Maju Jaya Sukabumi and Indosat. As a result, IM3, an Indosat product, holds a dominant market share over its competitors.

Continuous attention, quality service, and customer recognition further help maintain customer loyalty. Prompt responses to complaints, whether directly from customers or through alternative problem-resolution channels, such as call centers (185 and 202), and attractive promotions, prizes, and rewards for customers and partner outlets, have proven essential. The "Work Happiness Program" also plays a significant role in retaining Indosat customers. These findings align with the research by Suwarsito and Aliya (2020), which concluded that understanding customer expectations and needs, demonstrated through high-quality products and services, positively influences customer loyalty.

The trust that Indosat has built, network stability, affordable quota packages, and the availability of IM3-Indosat quota seller counters across various regions have significantly contributed to customer satisfaction. These factors, competitive pricing, and free calling packages within the Indosat network create a positive user experience. As a result, customers feel more confident using IM3-Indosat products and are often inclined to share their positive experiences with family, friends, and colleagues, recommending the products

to others. This finding is supported by Soleh and Wahyuni (2018), who highlighted that trust is critical in fostering customer loyalty. Trust is a powerful and cost-effective marketing tool, along with service quality, product quality, and competitive pricing. This leads to organic growth, as satisfied customers willingly advocate for and recommend the product to others.

Indosat's commitment to data security and customer protection further strengthens trust, ensuring customers feel secure and valued. As a result, they continue to rely on Indosat and confidently recommend its products to their family, coworkers, and acquaintances. This finding aligns with Ramadhan et al. (2021), who concluded that an increase in comfort, security, and trust positively impacts customer loyalty, enabling companies to sustain and grow their customer base.

Indosat's marketing strategies and attractive promotional programs through social media, conventional media, and direct marketing efforts have successfully built customer confidence. Many customers, some of whom have been using Indosat products for 5 to 20 years, report high satisfaction and loyalty. This long-term customer satisfaction results from Indosat's consistent efforts to strengthen its brand image by effectively implementing the 4Ps marketing mix. Research by Shalihah et al. (2022) supports these findings, showing that a combination of marketing mix elements—such as advertising, direct marketing, interactive marketing, sales promotion, publicity, and personal selling—can effectively encourage repeat purchases. These strategies also prompt customers to share their positive experiences and recommend the products to others, further enhancing brand loyalty.

However, Indosat's success in maintaining customer loyalty has not been without challenges. Intense competition from rivals such as Telkomsel and AXIS, who continuously strive to attract and influence Indosat's customers, remains a significant obstacle. Despite this, Indosat's strategic use of the 4Ps marketing mix has enabled the company to maintain and grow its customer loyalty amidst fierce competition in the telecommunications sector.

PT. MMJ Sukabumi's implementation of the 4Ps marketing mix strategy has proven effective in maintaining customer loyalty and expanding its market share over time. The findings from the research on marketing strategies to increase IM3 customer loyalty are presented in the illustration below in Figure 3.

PT. MMJ Sukabumi's marketing of IM3 begins with developing and maintaining Indosat's network infrastructure, along with efforts to enhance the quality of services, products, and network operations. Additionally, the company focuses on improving the human resources of marketers, advertising, and promotion programs, offering various attractive promotions through both online platforms (such as social media) and conventional media, or offline with direct marketing by the DS team. This marketing strategy has proven effective in increasing awareness, attention, and interest, as well as ensuring the alignment of products with customer needs.

Furthermore, PT. MMJ Sukabumi has successfully adopted and implemented a combination of the 4Ps marketing mix from a traditional perspective, which is essential for conveying the product message in a well-organized and strategic manner. This approach integrates the company's internal goals for IM3 and other Indosat products with the needs of the wider public, making it an effective strategy for reaching diverse customer segments.

The findings indicate that PT has various resources available. Maju-Maju Jaya Sukabumi and its marketing partners have played a key role in increasing awareness, attention, and interest. This success has aligned IM3-Indosat products with customer expectations and needs, resulting in greater customer satisfaction, repeat purchases, and loyalty. The effectiveness of the marketing strategy through the 4Ps can be attributed to several factors, including the relevance and accuracy of the message content, the attractiveness of the advertisements, the clarity of promotional information, strong network stability, and the chosen media channels. In addition, the consistent quality of service, the intensity of direct marketing efforts, and various community-focused programs by Indosat have contributed to building customer trust. Indosat's initiatives to improve network coverage in remote areas, increase the number of partner outlets, offer prizes and rewards, and engage in social development programs have significantly enhanced the reputation of PT. Maju-Maju Jaya Sukabumi and Indosat as a whole.

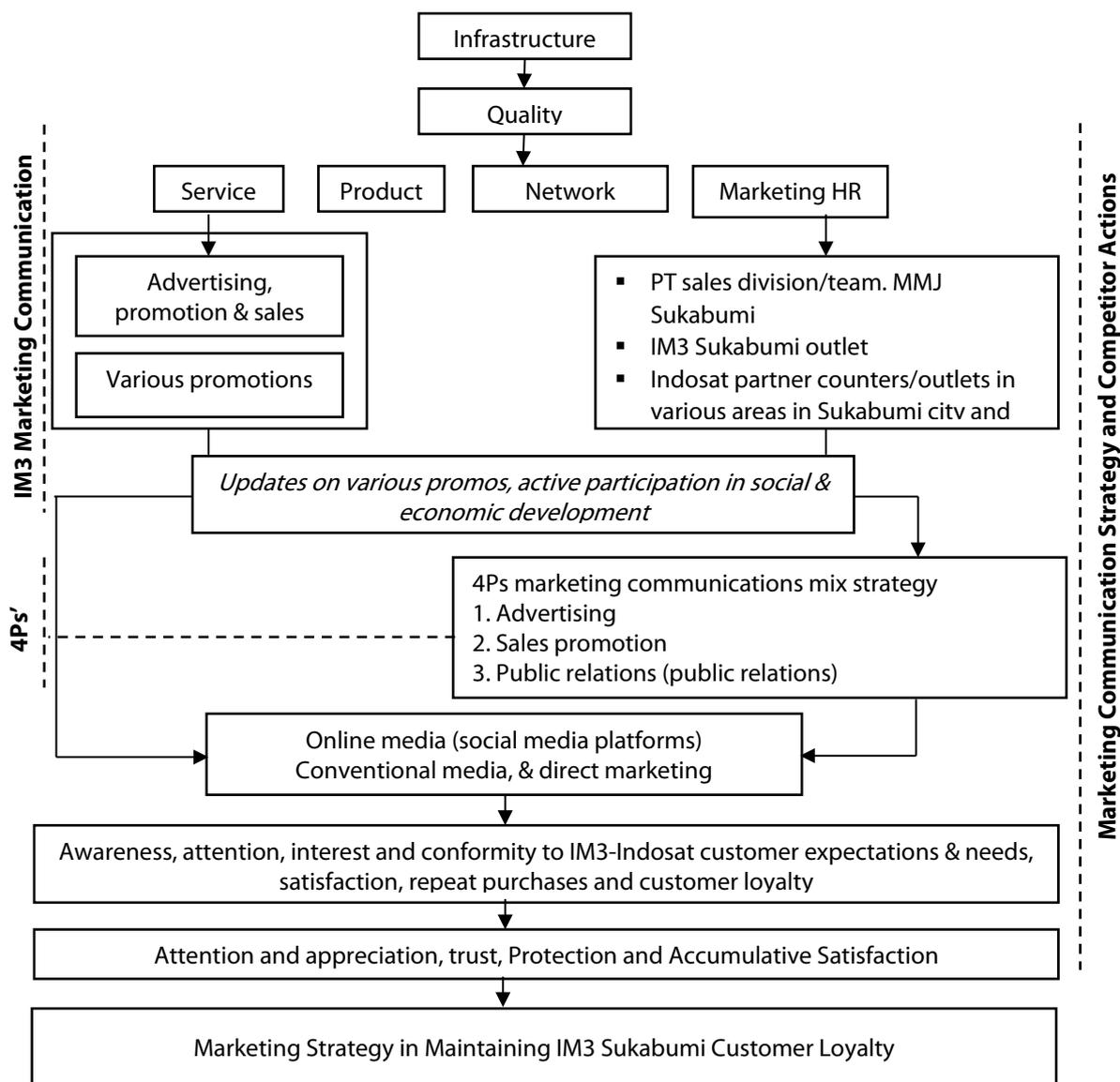


Figure 3. Marketing Strategy for Maintaining Customer Loyalty

Source: Research findings developed by the author, 2024

IM3, as a flagship product of Indosat, maintains a dominant market share compared to its competitors. However, Telkomsel and AXIS have emerged as significant challengers, competing to capture customer attention, disrupt customer comfort, and influence loyalty. Competitor strategies and actions remain a critical focus for PT. MMJ Sukabumi serves as an integral component of its market orientation efforts. Through precise implementation and continuous development of marketing strategies using the 4Ps marketing mix, Indosat has successfully upheld and enhanced customer loyalty, even amid intense competition in the telecommunications industry in Sukabumi and across Indonesia.

The success of PT. MMJ Sukabumi, as Indosat's distributor in Sukabumi, sustains customer loyalty in several key areas: Indosat's dedication to customer appreciation, the trust it has established with customers and the broader community, and its strong commitment to safeguarding customer identity data. These efforts contribute to the creation of cumulative customer satisfaction. This achievement results from Indosat's steadfast commitment to delivering exceptional service, strategic customer retention efforts, and its ability to

build trust. Contributing factors include customer confidence in Indosat's reliability, positive word-of-mouth regarding its products, and customer recommendations to others. Moreover, the longevity of customer relationships with Indosat, the prioritization of data security, and the differentiation of Indosat's offerings from competitor products further bolster loyalty. Indosat's proactive approach in countering competitor promotions and delivering exceptional customer experiences has solidified its position in the market and strengthened customer trust over time.

V. Conclusion

Based on the research results, analysis, and synthesis of findings, the following conclusions can be drawn:

1. **Marketing Strategy for IM3 Sukabumi Products by PT. Maju-Maju Jaya Sukabumi**
The marketing strategy for IM3 Sukabumi products by PT. MMJ Sukabumi has been implemented effectively. Key elements include developing and maintaining Indosat's network infrastructure, enhancing service, product, and network quality, and improving marketers' human resources (HR). Advertising and promotional campaigns, delivered via online platforms (e.g., social media), conventional media, and offline direct marketing by the DS team, have successfully heightened customer awareness, attention, interest, and alignment with customer needs and preferences.
2. **Marketing Strategy Through the Marketing Mix by PT. Maju-Maju Jaya Sukabumi**
PT. Maju-Maju Jaya Sukabumi has effectively executed a marketing strategy using the 4Ps marketing mix. The selected strategy components demonstrate Indosat's commitment to customer satisfaction and have been further refined by integrating the 4Ps elements. Indosat's products, including IM3, are marketed via online channels, conventional methods, and direct marketing to enhance customer satisfaction and foster customer loyalty. Choosing an appropriate celebrity ambassador has significantly amplified the effectiveness of IM3's marketing strategy. Furthermore, the growth in customer awareness, attention, and interest, aligned with customer expectations and needs, reflects the success of these strategies. Additional contributing factors include well-crafted messaging, compelling advertisements, precise promotional details, reliable network stability, effective advertising media, consistently high-quality customer service, direct marketing intensity, impactful community programs, and initiatives to expand network coverage in remote areas. Efforts such as increasing the number of Indosat partner counters/outlets, offering prizes and rewards, and active participation in social and development programs have further strengthened customer trust and enhanced the reputation of PT. Maju-Maju Jaya Sukabumi and Indosat as a whole.
3. **Marketing Strategy Through the Marketing Mix by PT. Maju-Maju Jaya Sukabumi**
PT. Maju-Maju Jaya Sukabumi has effectively executed a marketing strategy using the 4Ps marketing mix. The selected strategy components demonstrate Indosat's commitment to customer satisfaction and have been further refined by integrating the 4Ps elements. Indosat's products, including IM3, are marketed via online channels, conventional methods, and direct marketing to enhance customer satisfaction and foster customer loyalty.

The success of PT. MMJ Sukabumi's marketing strategy is evident in its ability to maintain customer loyalty. This success is attributed to Indosat's customer-centric initiatives, such as trust-building measures, customer appreciation efforts, robust protection of customer identity data, and the creation of cumulative customer satisfaction. These efforts are further supported by Indosat's dedication to providing exceptional services, addressing customer needs, and delivering excellent user experiences. Additional success factors include customers' trust in Indosat's reliability, positive word-of-mouth recommendations, secure handling of customer data, differentiation from competitors, and consistent engagement through promotional activities. By prioritizing customer satisfaction and leveraging innovative marketing strategies, Indosat has successfully

positioned itself as a trusted provider, fostering long-term customer loyalty and strengthening its market presence.

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