Analysis Of Customer Satisfaction On The Marketing Mix Of Halo Telkomsel Wonosobo, Central Java

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Abstract.This research aims to examine what factors influence the level of customer loyalty of GeraiHALO Telkomsel Wonosobo, Central Java. The population in this study are customers who have subscribed or are currently subscribing to Telkomsel Kartu HALO, simPATI and AS product services, having subscribed for at least six months. Determining the sample in this research used the probability sampling method. This analysis uses the Importance Performance Analysis (IPA) method which is used to determine the level of importance and perception (expectations) of the Marketing Mix towards customer satisfaction implemented by the company. The results of the IPA analysis show that the dominant factors influencing customer loyalty are product quality, price, distribution variables. and promotion variables in this research are quite good in explaining customer perceptions. The author's advice to companies is that companies create products that are superior in quality, and always maintain product quality, namely by always innovating products that are tailored to customer desires for the product. Apart from that, companies must always pay attention to customer complaints by minimizing customer complaints.

Keywords: Expectations, Perception, Performance, Marketing Mix and Importance Performance Analysis (IPA)

INTRODUCTION

Background of the problem

Sustainability of a business requires preparation. The mobile operator business is no exception. Interestingly, the cellular operator business really allows new business people to enter and compete in it. This is proven by the emergence of many new cellular operators. The increasing number of new cellular operators indicates that this business is very attractive. As is known, the era of globalization has made the world more unified. Boundaries between countries are becoming increasingly unclear. The impact of all this is that the market becomes wider. Likewise, the needs and desires of the market are becoming wider and more diverse.

In this era of globalization, competition between companies in the business world is getting tighter. Basically, competition is a positive thing. In the business world, with competition, every company will be increasingly motivated to race to improve its quality so as not to drown in the competition.

The high level of competition in winning potential customers and retaining old customers so that they do not move to competing companies means that every company must

really focus on customers and try to build long-term relationships or relationships with customers.

Every company is required to always be able to recognize, understand and fulfill customer needs and desires better than its competitors. If the customer's needs and desires are achieved, it means that the customer's basic expectations have been met. If these expectations are then compared with the perceived performance of a good or service, then it can be said that the customer is experiencing satisfaction or dissatisfaction.

Customer satisfaction has become part of the goals of most companies. In addition to obtaining the maximum profit or gain, the company is also able to face increasingly fierce competition in order to maintain the company's survival. In line with that, service quality, especially for service companies, is important in order to provide more satisfaction to customers and ultimately become added value for the company itself.

Companies must know and pay attention to how to create and improve the quality of the services offered. According to Kotler (2001:9), the quality of services created and to be improved cannot be measured from the company's perspective, but must be from the customer's perspective (perceived quality). Quality applications are a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or as a strategy to continue to grow and survive.Quality includes efforts to meet or even exceed customer expectations. This includes products, labor, processes and the environment. (Tjiptono, 2005:54) revealed that good service quality will

providing encouragement to customers to establish a bond, a strong relationship with the company. Furthermore, ties like this enable companies to more thoroughly understand customer wants and needs, so they can fulfill customer wants and needs. Thus, companies can increase customer satisfaction by maximizing pleasant customer experiences and minimizing unpleasant experiences. Through customer satisfaction, it is hoped that loyalty will be created where customers will make repeat purchases or reuse, will not be easily influenced by other similar companies and will also form free promotions for the company, namely by providing positive recommendations to other people. Building loyalty is the most effective way to achieve constant profit growth. The best customers are loyal customers. Therefore, companies must be able to identify, maintain and strengthen loyalty.

Customer loyalty will be the key for companies that want to win the competition, including in the very competitive telecommunications industry. The development and improvement of telecommunications services from year to year increasingly attracts public

attention. This can be seen from the intense competition in service quality, prices, promotions among the many telecommunications companies.

The diversity of activities and lifestyles of society today has implications for the increasing need for mobile phone users for telecommunications services which arises from society's need to increase comfort and satisfaction. This is known as the "great leap forward" or extraordinary progress in the world of services.

Telkomsel, like other telecommunications operator service businesses, of course always tries hard to be able to provide the best features and services to its customers, because only in this way can Telkomsel continue to exist amidst increasingly sharp competition in the telecommunications operator services industry in the country. Thus, the basic thing that must be a priority for Telkomsel's Wonosobo branch is how to build a competitive strategy that is oriented towards customer needs to get satisfied and loyal customers.

It must be understood that one of the company's goals is to provide satisfaction to consumers. This is balanced as far as possible with the effective use of resources by the company to produce goods and services that consumers want, so that the risk of marketing failure can be overcome. Apart from that, companies must be able to obtain information that is relevant to the products they offer, so that at certain times the company is able to turn threats into business opportunities.

Telkomsel's products and services are very attractive to the public because apart from their competitive rates, their network is also reliable. People's aspirations for cellular telecommunications services have shifted, not only looking for low rates but more looking for services that offer strength, stability and wide network coverage.

Currently, the number of Telkomsel subscribers is recorded at 121 million with year-on-year growth reaching 17%. Even more encouraging, around 51 million of them are data service customers. This subscriber growth cannot be separated from aggressive network development with the addition of 8,383 new base transceiver station (BTS) infrastructure units until September 2012, almost half of which are 3G BTS, namely 3,907 nodes. B. "The construction of 3G BTS increased sharply during the third quarter of 2012 with growth of 125% compared to the second quarter of 2012. The largest BTS construction occurred in July 2012 with a total of 1,357 BTS, currently Telkomsel is the operator with the largest number of BTS, namely 51,006 BTS spread throughout remote areas of Indonesia, including 13,416 3G BTS which grew 49% compared to the number of 3G BTS in the same period in 2011.

To improve service for customers, Telkomsel is deploying more than 1 million customer service points spread throughout Indonesia, such as GraPARI, GeraiHALO,

KiosHALO, dealer outlets, national retail and m-Kios.Telkomsel's high level of trust in the quality of Telkomsel's services is reflected in the fantastic subscriber growth figures. Until the first semester of 2012, the number of Telkomsel subscribers reached 120 million users. 45% of that number, or 54.3 million customers, are Simpati card users who contribute around 60% of revenue for Telkomsel. And Halo card customers were only 2.5 million as of August 2012, for US card customers there was an increase throughout 2012 to 67 %.

The high level of trust that the public has in entrusting their cellular communications affairs to Telkomsel is an invaluable source of pride. However, this does not necessarily make us complacent because we have a greater responsibility to provide the best to customers.

As a Service Leader, Telkomsel always strives to provide the best for customers by meeting the 5 main parameters of mobile phone users' needs, namely: extensive network, quality network, product innovation, quality customer service, and increasingly affordable rates.

LITERATURE REVIEW
Marketing Mix

Without prior planning and an understanding of what factors can support marketing, the activities carried out will be in vain. Meanwhile, in determining a plan and making decisions in the field of marketing, it will always be related to the activities in marketing itself, according to the following experts:

As William (2001) said, marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services to both current and potential consumers. From this definition it can be seen that in marketing there are four main elements of marketing activities, namely product, price, promotion and distribution, which are related to each other. So, to create good and successful marketing in achieving company goals and providing satisfaction to consumers, the four elements need to be designed as well as possible, especially by paying attention to what consumers want and need in accordance with the marketing concept.

Kotler (1991) defines the marketing mix as a group of marketing techniques that a company uses to achieve its marketing goals in the target market. Meanwhile, according to Mc-Carthy in Fandy Tjiptono (2004), the marketing mix is formulated into 4Ps (Product, Price, Promotion and Place).

a) Products
b) Price

c) Promotion (Promotion)

d) Distribution Channel (Place)

There are four types of Promotion Mix (Kincaid, 1989:212), namely:

1. Advertising (Advertising)

2. Sales Promotion (sales promotion)

3. Publicity (publicity)

4. Direct Sales (personal selling)

Consumer behavior

Consumer behavior is of particular importance to people who for various reasons desire to influence or change that behavior, including people whose primary interest is marketing. It is not surprising that the study of consumer behavior has its main roots in economics and even more so in marketing. Thus, consumer behavior according to Engel (1994) is as follows: "Consumer behavior is the actions directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions." This subject can be approached from several perspectives, namely: consumer influence, comprehensive and intercultural.

Consumer Perception

Consumer perception is a process that makes someone select, organize and interpret the stimuli they receive into a meaningful and complete picture of their world.

From the definition above, we know that someone's motivation to buy is influenced by their perception of the situation they face, whereas what someone perceives can be quite different from objective reality. Individuals may look at the same object but perceive or describe it differently.

Stimuli

Stimuli or stimulus is a form of physical, visual or verbal communication that can influence an individual. Stimuli consist of 2 forms, namely:

a) Marketing Stimuli: any communication or physical stimuli designed to influence consumers. The product and its components (such as packaging, contents, physical characteristics) are the main stimuli.

b) Environmental Stimuli: physical stimuli designed to influence environmental conditions.

Perception Process.

Perception arises due to external stimuli which will influence a person through the five senses, namely sight, hearing, smell, feeling and touch. The stimulus will be selected, organized and interpreted by each person in their own way.

The perception process begins with stimuli that hit the five senses, which are called sensations. These stimuli come in various forms and will always bombard consumers' senses. If we look at the origin, there are stimuli that come from the individual (such as aromas, advertisements, etc.) as well as those that come from within the individual such as hopes, needs and experiences. There are two factors that are characteristics of stimuli that can influence consumers' choices in selecting stimuli to pay attention to, namely:

A. Factors from the stimuli themselves.

    a. Contrast or striking difference

    b. Novelty

    c. Intensity

    d. The size

B. Internal Factors.

    1. Selective Ebankosur

    2. Selective attention

    3. Perceptually Defensive

    4. Perceptual Closing

Consumer Satisfaction

According to Kotler (1997:36) consumer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the performance (results) of a product and his expectations. Consumer satisfaction is divided into two:

    a) Functional Satisfaction, is satisfaction obtained from the function or use of a product. For example: because eating makes our stomach full.

    b) Psychological satisfaction is satisfaction obtained from intangible attributes. For example: Feelings of pride because you received very special service from a luxury restaurant.

According to Kotler (1997:38) there are four methods used by companies to determine the level of consumer satisfaction, namely:

    1. Complaint and suggestion system

    2. Consumer Satisfaction Survey

    3. Ghost Shopping

    4. Analyze.Consumer.Loss

Companies that have competence in the fileds of marketing, manufacturing and innovation can make its as a sourch to achieve competitive advantage (Daengs GS, et al. 2020:1419).The research design is a plan to determine the resources and data that will be used

to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14).

RESEARCH METHODOLOGY

Research Approach

It can be concluded that this descriptive method is a method that tells and interprets existing data, for example about a situation experienced, a relationship, activity, view, attitude that appears, or about a process that is ongoing, influences that are at work, abnormalities that are emerging. , apparent tendencies, sharpening contradictions, and so on.

The characteristics of the descriptive method itself are that it focuses on solving problems that exist in the present, on actual problems, then the data collected is first compiled, explained, and then analyzed (for this reason this method is often also called analytical method). Other properties are the same as in any general investigation method. To obtain maximum results, an investigator generally tries to:

a) Explain each step of the descriptive investigation carefully and in detail, both regarding the basics of the methodology and specific technical details.

b) Explains data collection procedures, as well as monitoring and assessing that data.

c) Give strong reasons why in the descriptive method the investigator uses certain techniques and not others. (Winarno, 1994)

The definition of qualitative research can be interpreted as research that produces descriptive data regarding spoken and written words, and behavior that can be observed from the people studied by Taylor (1984: 5). Qualitative research which is rooted in the 'interpretive paradigm' initially emerged from dissatisfaction or reaction to the 'positivist paradigm' which was the root of quantitative research. Viewed from the perspective of the research approach and process, qualitative research has the following special characteristics:

1. It is fundamentally inductive in logical procedures which start from specific propositions as a result of observations and end in a conclusion (new knowledge) of a general hypothesis.

2. Looking at the setting and humans as a unit, studying humans in the context and situation in which they find themselves, humans and settings are seen as an interconnected unit.

3. Understand human behavior from their own point of view (the studied point of view).

4. This is done by empathizing with the people being studied in an effort to understand how they see various things in their lives.

5. Give more importance to the research process than research results.

6. Emphasizes the validity of data so that the emphasis is on the empirical world.

7. Have a humanistic nature, understand the person being researched personally and experience what the person being researched experiences in their daily life. All aspects of social and human life are considered valuable and important to understand because they are considered specific and unique. (Sutinah, 2006).

The qualitative research approach is often called naturalistic inquiry. Every qualitative data has its own characteristics. Qualitative data is implicit in the data source. Sources of qualitative data are observation notes, transcripts of in-depth interviews, and related documents in the form of writing or images. Characteristics of Qualitative Research, namely:

1. Natural or natural setting/background with a complete (holistic) context.

2. The research instrument is human (human instrument).

3. Observation data collection method as the main method.

4. Inductive data analysis.

5. The process plays a more important role than the results.

6. Research is limited by focus.

7. The research design is temporary.

8. The report has the tone of a case study.

9. Ideographic interpretation.

Research Variables and Operational Definitions

The variable in this research is the Marketing Mix. Conceptually or theoretically, communication is a process where information is exchanged and understood by two or more people, usually with the intention of motivating and influencing behavior. According to Tjiptono (2004), the communication variable consists of 4 sub-variables, including:

a) Product

b) Price

c) Promotion

d) Distribution channel

Data Types and Data Collection Procedures The types of data and data collection procedures used in this research are as follows:

Data Type

1. Group data according to how they were obtained

In this research, the type and source of data was obtained through primary data sources, namely the data obtained was data collected by the researcher himself directly from the first source or place where the research object was carried out.

2. Group data according to their nature

The data used in this group is as follows:

a. Qualitative Data

This is data in the form of opinions (statements) so it is not in the form of numbers but in the form of words or sentences. This data was obtained through interviews and field observations.

b. Quantitative Data

This is data in the form of numbers. According to its form, this data can be processed or analyzed using statistical calculation techniques. This data is discrete data, namely data in the form of integers obtained by counting. Quantitative data in this research was obtained through questionnaires.

Population and Sample

Population

The research population is the entire research object which can be humans, animals, plants, air, symptoms, values, events, attitudes to life, and so on. Populations consist of two types, namely finite populations (can be determined) and infinite populations (cannot be determined) . This research includes a finite population (can be determined), namely the total population of Wonosobo, 81,942 people, who were used as research subjects, 100 people consisting of customers of GeraiHALO Telkomsel Wonosobo, Central Java.

Sample

A sample is a procedure where only a portion of the population is taken and used to determine the desired traits and characteristics of a population. This research uses probability sampling with proportional sample strata where the number of samples taken is proportional, according to the proportional size. The sample taken was 10% of the total population, namely 1000 Telkomsel Wonosobo Central Java customers.

Analysis Methods and Techniques

Analysis Method

The analytical method is the act of managing data so that it becomes useful information in answering research problems. In research design, it is necessary to plan well the analytical tools that will be applied to analyze the data. The choice of analysis must be appropriate to the type of research being carried out. Thus, there is integrity or unity between the problem or research objective, type of research, type of data, data collection methods, determination of scale and analytical tools to be used.

In this research, the method used is the Importance Performance Analysis (IPA) method. This method was first introduced by Martilla and James with the aim of measuring the relationship between consumer perceptions and priorities for improving product/service quality, also known as quadrant analysis. IPA has been generally accepted and used in various fields of study because it is easy to apply and the display of analysis results makes it easier to propose performance improvements. IPA has the main function of displaying information relating to service factors which according to consumers greatly influence their satisfaction and loyalty, and service factors which according to consumers need to be improved because current conditions are not satisfactory.

Importance Performance Analysis (IPA) is conceptually a multi-attribute model. This technique identifies the strengths and weaknesses of market offerings using two criteria, namely the relative importance of attributes and consumer satisfaction.

Analysis Techniques

The analytical tool used in this research is an analytical tool to determine the level of interest and perception (expectations) of customers regarding the marketing mix implemented by the company. This research aims at the level of customer satisfaction shown by customers through their perceptions of the marketing mix that takes place at GeraiHALO Telkomsel.

Using mean, median or ranking measures, attribute importance (perception) and performance (marketing mix) scores are aggregated and classified into high or low categories; then by pairing the two sets of rankings, each attribute is placed into one of four performance importance quadrants. The mean performance and importance scores are used as coordinates to plot individual attributes on the two-dimensional matrix shown in the following figure:
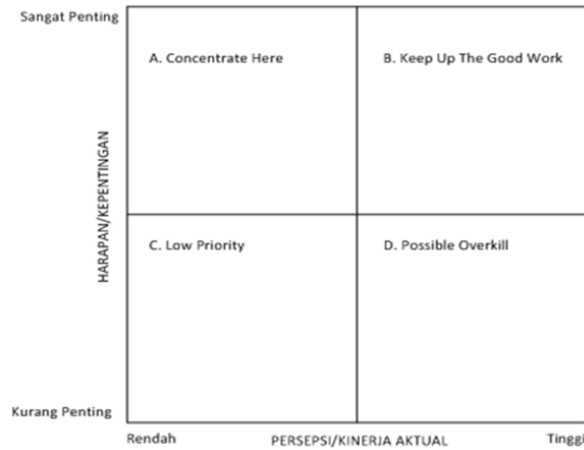
Image of Importance Performance Analysis (IPA) Diagram

Source:(http://ariyoso.wordpress.com/2009/12/15/kompet-importance-performance-analysis/)

Information :

1. Quadrant A, Concentrate Here (concentrate here).

Factors located in this quadrant are considered important and/or expected by customers, but the current Perception and/or Actual Performance conditions are not satisfactory so management is obliged to allocate adequate resources to improve the performance of these various factors. Factors located in this quadrant are priorities for improvement.

2. Quadrant B, Keep up with the good work (maintain achievements).

Factors located in this quadrant are considered important and are expected to be supporting factors for customer satisfaction so that management is obliged to ensure that the performance of the institutions they manage can continue to maintain the achievements that have been achieved.

3. Quadrant C, Low Priority (low priority).

Factors located in this quadrant have a low level of Perception or Actual Performance and are considered not too important and/or too expected by customers so that management does not need to prioritize or pay too much attention to these factors.

4. Quadrant D, Possibly Overkill (too much).

Shows factors that influence customer perceptions that are less important but are excessively implemented, considered less important but very satisfying.

RESULTS AND DISCUSSION

Product Overview

Telkomsel is the only cellular operator with a very strong network with a capacity of up to 95% of the population in Indonesia and a very wide reach that reaches all provinces, regions and sub-districts throughout Indonesia.

Telkomsel products consist of kartuHalo, simPATI and Kartu AS as an effort to serve different segmentations, with the following explanation:

1. KartuHalo

KartuHalo is a GSM post-paid card issued by PT. Telkomsel

Service			Rates	Information
Voice	Fellow Telkomsel	Local	650/ Minute	Time Unit 20 second
		Non Local	850/ Minute	Time Unit 15 second
	Other Operators	Local	750/ Minute	Time Unit 20 second
		Non Local	1,200/ Minute	Time Unit 15 second
	PSTN / CDMA	Local	650/ Minute	Time Unit 20 second
		Non Local	1,200/ Minute	Time Unit 15 second
SMS	Sesama Telkomsel		125/SMS	-
	Operator Lain / CDMA		150/SMS	-
	International		500/SMS	-
MMS			1,100	-
GPRS			5/kb	-

Source: www.telkomsel.com

2. SimPATI

The simPATI card is a pre-paid card from Telkomsel which consists of a starter package and voucher. With simPATI, users are not charged a monthly subscription fee (subscription), if their credit runs out, they can simply top up using a voucher with a certain credit value.

simPATI Basic Tariff Table Jabotabek area, West Java, Central Java, East Java, Bali, NTB, NTT.

Times	Rate
00.00-05.59	Rp. 200/12 seconds for the first 48 seconds, then Rp. 6/12 seconds up to 3600 seconds. Iterative scheme.
06.00-11.59	Rp. 200/12 seconds for the first 48 seconds, then Rp. 6/12 seconds up to 3600 seconds. Iterative scheme.
12.00-17.59	Rp. 180/12 seconds for the first 108 seconds, then Rp. 6/12 seconds up to 3600 seconds. Iterative scheme.
18.00-23.59	Rp. 180/12 seconds for the first 156 seconds, then Rp. 6/12 seconds up to 3600 seconds. Iterative scheme.

Source: www.telkomsel.com

Times	Rate
Local	Rp. 150/10 seconds for the first 120 seconds then Rp. 5/10 seconds up to. 300 seconds. Iterative scheme
Non Local	Rp. 350/12 seconds for the first 48 seconds then Rp. 6/12 seconds up to. 300 seconds. Iterative scheme

Source: www.telkomsel.com

Table of Call Rates to Other Operators

Waktu	Tarif
Local/Non Local	IDR 900 / 30 seconds for the first 120 seconds then IDR 15 / 30 seconds up to 300 seconds. Iterative scheme

Table of SMS Tariff Table

OBJECTIVE	Rates for active customers before March 12, 2010	Rates for active customers from March 12, 2010
To fellow Telkomsel	Rp 140 per SMS	Rp 150 per SMS
To another Operator	Rp 150 per SMS	Rp 150 per SMS

3. AS Card

AS Card is a pre-paid card from Telkomsel which consists of a starter package and voucher. AS cards can be refilled like simPATI cards or other prepaid cards in Indonesia, conversation rates are competitive because they have special rates.

Ace Card Table Crazy 10 Days Non-Stop

Free Refill Nominal	For Crazy Calls	Free Crazy SMS	Free Gokil Internet	Free Validity Period
Rp10.000 - Rp15.000	20 Minute	50 SMS	10 MB (5MB on the network 2G/3G,5 MB on the network 3G)	1 Day
Rp20.000 - Rp25.000	100 Minute	500 SMS	30 MB (15 MB on the network 2G/3G,15 MB on the network 3G)	2 Day
Rp50.000	300 Minute	2,000 SMS	100 MB (50 MB on the network 2G/3G,50 MB on the network 3G)	5 Day
>= Rp100.000	1,000 Minute	1,000 SMS	300 MB (150MB on the network 2G/3G,150 MB on the network 3G)	10 Day

Sumber: www.telkomsel.com

Description of Research Results

In accordance with the problem formulation, the aim of this research is to find out how big the customer marketing mix is for GeraiHALO Telkomsel Wonosobo products, therefore the mechanism used is by distributing 100 questionnaires for data analysis. Before discussing the results of this research further, we will first discuss the description of the respondents which contains the gender, age and occupation of the respondents who participated in this research. All information regarding the research results and respondent information was obtained from the results of the distribution of the questionnaires that were obtained again. The distribution of the results of this research is presented below. From the questionnaire that has been.

At this stage, calculations will be carried out on the data obtained from all respondents' answers. The data is then scored as presented in the previous chapter. This analysis aims to review the respondents' answers to each question which is the instrument for this research. To get an idea of the respondents' perceptions of the variables studied

Descriptive Data Analysis

The description of the respondent's assessment is measured based on the average obtained from the respondent's responses through an assessment of the expectations and performance of GeraiHALO Wonosobo's marketing mix attributes. In this case, a description of the respondents' answers to the variables studied will be presented, so that the intensity of the condition of each attribute average score and attribute indicator will be known using the following measurement scale:

A. Respondents' interests in attribute performance:

1 = Very Unimportant

2 = Not Important

3 = Moderately Important

4 = Important

5 = Very Important

B. Respondents' evaluation of attribute performance:

1 = Very Dissatisfied

2 = Dissatisfied

3 = Quite Satisfied

4 = Satisfied

5 = Very Satisfied

The distribution of each category of respondent responses for each attribute and attribute indicator is presented in the following table:

KINERJA							HARAPAN							
No	PRODUK	SP	P	CP	TP	STP	JUMLAH	No	PRODUK	SP	P	CP	TP	STP	JUMLAH
1	Kualitas jaringan (Sinyal).	65	29	6	0	0	**4.59**	1	Kualitas jaringan (Sinyal) Telkomsel.	83	15	2	0	0	**4.81**
2	Fitur (SMS, GPRS, MMS, FLASH, NSP, Mobile Banking).	45	49	6	0	0	**4.39**	2	Fitur (SMS, GPRS, MMS, FLASH, NSP, Mobile Banking) yang tersedia di Telkomsel.	50	29	21	0	0	**4.29**
3	Kemudahan pembelian pulsa isi ulang.	31	63	6	0	0	**4.25**	3	Kemudahan dalam pembelian pulsa isi ulang produk Telkomsel.	43	27	30	0	0	**4.13**
4	Penyelesaian Permasalahan Pelanggan.	82	13	5	0	0	**4.77**	4	Penyelesaian permasalahan pelanggan Telkomsel.	85	15	0	0	0	**4.85**
	TOTAL						**4.5**		TOTAL						**4.52**

Source: Questionnaire

Based on the table, it is known that the average performance of respondents regarding the first indicator product is 4.59. In the second indicator, an average of 4.39 was obtained. in the third indicator the average is 4.25, the performance of respondents who are in the fourth average is 4.77. The overall average was 4.5. Where this average shows that the company's performance is considered good by respondents.

Respondents' assessment of product expectations in the first indicator obtained an average of 4.81. The second indicator is at an average of 4.29. The average for the third indicator was 4.13 and the respondents' assessment of the expectations of the fourth indicator obtained an average of 4.83. From these results, an average number of 4.52 was obtained, which means that respondents considered this attribute to be important.

Respondents' responses to price attributes.

Respondents' responses regarding the expectations/importance and performance of each indicator in the price attribute are as follows:

Table of Performance Levels and Respondents' Expectations of Prices

	KINERJA							HARAPAN					
No	HARGA	SP	P	CP	TP	STP	JUMLAH	No	HARGA	SP	P	CP	TP	STP	JUMLAH
1	Tarif SMS yang dibebankan.	19	48	27	6	0	3.8	1	Tarif SMS kartu HALO, AS & SimPATI yang dibebankan kepada pelanggan.	38	40	15	7	0	4.09
2	Tarif internet.	31	26	37	6	0	3.82	2	Tarif internet produk Telkomsel.	52	37	4	7	0	4.34
3	Tarif Telpon.	21	46	18	15	0	3.73	3	Tarif telpon Telkomsel terjangkau.	67	23	3	7	0	4.5
4	Tarif Kartu Perdana	33	28	33	6	0	3.88	4	Tarif kartu perdana Telkomsel terjangkau.	64	22	7	7	0	4.43
	TOTAL						3.81		TOTAL						4.34

Source: Questionnaire

Based on the table, it is known that the average performance of respondents regarding the price of the first indicator is 3.8. In the second indicator, an average of 3.82 was obtained. in the third indicator the average is 3.73, the performance of respondents who are in the fourth average is 3.88. The overall average was 3.81. Where this average shows that performance is still not optimal as expected by respondents.

Respondents' assessment of price expectations in the first indicator obtained an average of 4.09. The second indicator is at an average of 4.34. The average for the third indicator was 4.5 and the respondents' assessment of the expectations of the fourth indicator obtained an average of 4.43. From these results, an average number of 4.34 was obtained, where these results can be said that respondents consider the price attribute important.

Respondents' assessment of promotion expectations in the first indicator obtained an average of 4.18. The second indicator is at an average of 3.99. The average for the third indicator was 4.42 and the respondents' assessment of the expectations of the fourth indicator was obtained on average 4.2. From these results, an average number of 4.20 was obtained, where these results can be said that respondents consider promotion important.

Importance Performance Analysis Application

This research uses the Importance Performance Analysis (IPA) analysis tool. Where this tool is an analytical tool to determine the level of importance and perception (expectations) of the marketing mix towards customer effectiveness implemented by the company. This

research will provide an overview of GeraiHALO Wonosobo customer perceptions. In this case, customers act as research respondents. They will assess the marketing mix attributes. The stages carried out by researchers to get an overview of the marketing mix in the research object are as follows:

1. Identify attributes
2. Distribution of questionnaires
3. Collect the results of respondents' perceptions
4. Summarize the perception results into IPA data
5. Create map graphics
6. Draw conclusions from the IPA map graph.

The analysis used in this research was carried out using Microsoft Excel media and then modifications were made to the graphs in the Microsoft Excel menu.

Next, data summarization is carried out in accordance with the creation of the IPA map as follows:

Tabel Data IPA

ATRIBUT	PERFORMANCE	IMPORTANCE
Product	4.51	4.52
Price	3.81	4.34
Promotion	4.1	4.23
Place	3.79	4.21
Rata-rata	**4.05**	**4.33**

Sumber: Kuesioner

The IPA data table above shows that the performance of GeraiHALO Telkomsel Wonosobo is on average less than customer expectations, but the gap is not that big (the average performance score from customer assessments compared to their expectations/importance is $4.05 < 4.33$).

The next stage is to create a natural science map graph with the data in table 4.2. The science map graph is created on sheet 3 using the graph/chart facilities in the Excel workbook. And the results of the graph that has been created are as follows:

IPA Map Graphic Image
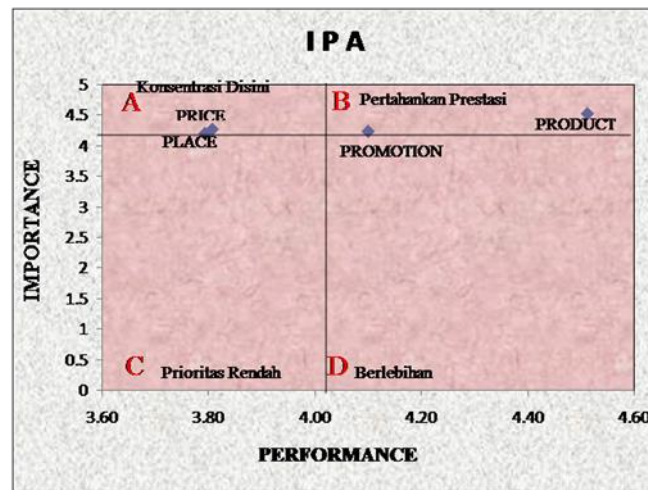
Source: Questionnaire

From the IPA map graph above, the following conclusions can be drawn:

a) Quadrant A, Concentrate Here.

Factors located in this quadrant are Price,

b) Quadrant B, Keep up with the good work (Maintain Achievement).

In this quadrant there are the Product attributes,

c) Quadrant C, Low Priority.

The factor located in this quadrant is Place.

d) Quadrant D, Possibly Overkill.

In this quadrant there is Promotion.

Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode pengupulan data primer dengan mengugunakan pertanyaan tertulis(Kumala Dewi, Indri et all, 2022 : 29). This research will be conducted in three phases : measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi,et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63)

CONCLUSION

Based on the results obtained from the research object, it can be concluded that the marketing mix at the GeraiHALO Telkomsel Wonosobo company has a significant gap between customer expectations/interests and company performance. This can be seen in the results of the IPA map graph where there are still attributes of factors that should be of particular concern to the company, namely the price attribute. Because these factors are considered important and highly expected by customers, the company's current performance is considered low by customers. Therefore, management must make more efforts to improve performance on these attributes so that it shows performance that meets customer expectations. Meanwhile, product attributes are also considered important by customers and the company's performance is considered good in its implementation, therefore management must maintain this condition as an achievement that meets customer expectations. For place attributes that are considered not very important by customers and company performance is also considered low, so this attribute does not need to be a top priority in improving company performance. Then the attributes of the promotion factor are also considered to be of low importance but have good performance.

SUGGESTION

Product Quality

Increased efforts to provide superior quality products that continue to be improved and adapted to customer needs, which have been good so far must be maintained and even improved with the aim of obtaining increasing consumer or Wonosobo customer satisfaction and being even more satisfied with Telkomsel.

Customer Expectations

Always strive to adapt to customer expectations and company conditions. The greater customer expectations are met, the higher the level of customer loyalty, therefore the company tries to realize customer expectations with the aim of maintaining customer loyalty so that the company's profitability also increases.

Customer satisfaction

It is recommended for companies to always measure the level of customer satisfaction to find out the gap between customer expectations and existing company performance, so that companies can take wise steps to maintain customer loyalty. Customer satisfaction is something that companies want to achieve in order to get greater profits.

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