MATERIALS FOR MEASURING CHANNEL SELF-SERVICE ADOPTION FOR CORPORATE CUSTOMERS: CASE STUDY OF TELKOMSEL

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ABSTRACT

Nowadays, along with the increasing economic development, the corporate customer segment has become one of the main concerns for telecommunications companies in Indonesia. To improve service quality for corporate segment customers, many methods and telecommunication products have been developed to meet the segment needs. One example is by developing a self-service channel for the products prurchasing by corporate segment customers by one of the telecommunications operators, Telkomsel. It is important to know what factors influence corporate segment customers to want to use this self-service channel. This research proposes a new modification model for the adoption of self-service channels, which in this study intends to propose a measurement material to test the model. The measurement material was derived from previous studies and measurement methods to test the measurement material using pilot data from 30 repondets corporate customer segments. The results of this study indicate that the measurement material used in the modification model is valid and reliable, so that it can be used for further research.

Keywords: Performance Expectancy (PE), Effort Expectancy (EE), Content (CO), Social Influence (SI), Facilitating Condition (FC), Behavior Intention (BI), Usage Behavior (UB), UTAUT, Channel Self-Service.

INTRODUCTİON

Along with the continued development of the economic sector in Indonesia, the number of corporations in terms of Large Enterprise (Medium) or the Middle (Small Medium Enterprise) has increased from year to year. Telkomsel as the biggest cellular operators in Indonesia supports the corporate segment by providing products for corporate customers that are in line with current corporate needs. Today Telkomsel currently has about 2.1 million corporate customers (76% of the corporate market share in Indonesia). To support this, Telkomsel developed a method of purchasing products independently through the web while previously, for these corporate customers could only buy products through account management, namely PICs from Telkomsel that deal directly with corporate customers. The development of self-service channels is very important to support Telkomsel's business in terms of achieving sales targets. It is expected that with the presence of self-service channels for corporate customers, the number of Telkomsel customers will continue to increase and of course accompanied by an increase in product sales numbers that directly impact Telkomsel's revenue increase.

To support the program, it is necessary to know how customer acceptance of the self-service channel that has been developed. By knowing what factors influence customers, we can reveal ideas and proposals for developing the channel better for the customer.

ISSN: 2186-845X ISSN: 2186-8441 Print
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To find the factors influence corporate customers in adopting channel self-service, this study used a modified UTAUT model and the measurement material is used to test the model. The UTAUT model was chosen because based on previous research it has been proven that the model is accurate enough to determine the factors that influence customers in adopting technology.

Unified Theory of Acceptance and Use of Technology (UTAUT)

First introduced by Venkatesh et al. in 2003 through structuring and consolidating process the variables in 8 behavioral theories adopting previous technology-based products and services (Venkatesh et al. 2003) [1]. The eight theories are Theory of Reason Action (TRA), Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), Innovation Diffusion Theory (IDT), Social Cognitive Theory (SCT), Motivational Model (MM), and Model of PC Utilization (MPCU)

Vankatesh et al. (2003) [1] empirically tested the eight models and their development models logitudinal. The study was carried out on 6 months and 3 measurements in four organizations where new technologies were introduced to individuals or employees. A number of individuals were selected to measure the adoption models. Based on the measurement results, a new model is formulated which is an integration of variables that prove important and has significant influence. Because of that the new models are called a unified model which is then known as the unified theory of acceptance and use of technology (UTAUT). UTAUT was able to explain 70% of the variation in interest in using technology, a higher value than the eight previous models which only had a predictive power of 17-53% (Venkatesh et al. 2003).

This study uses a modified UTAUT model to determine the factors that influence of Telkomsel's corporate customer self-service channels adoption. Based on scope of the study, the modified UTAUT model used in this study as follows:
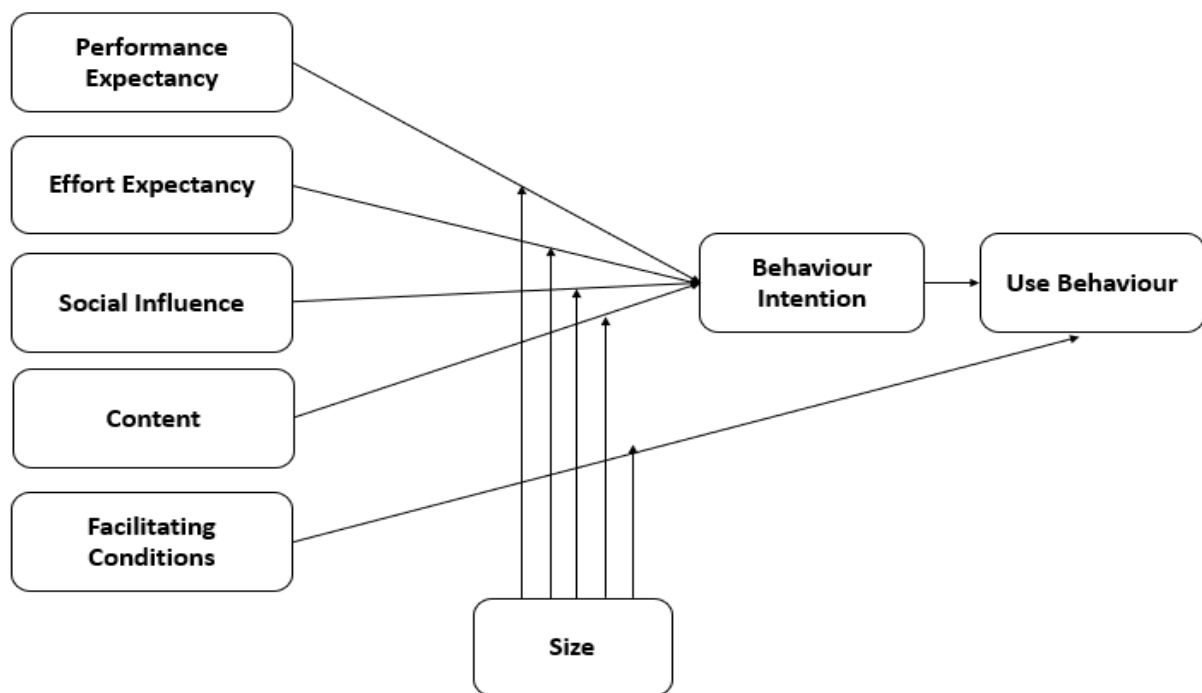

Fig. 1. Modified UTAUT Model for Channel Self-Service Adoption

In this study, the variables are defined as follows:

Performance Expectancy is the level of confidence of individuals in using a system to help achieving goals (Vankatesh et al, 2003).

Effort Expectancy is the level of individual effort in the use of a system to support their works (Vankatesh et al, 2003).

Social Influence is the level at which someone considers it is important for others to convince themselves to use a new system (Vankatesh et al, 2003).

Content determines whether a system is needed to be accessed or not by individuals (Indrawati, 2017).

Facilitating conditions are the level of individual confidence in the availability of infrastructure and technical to use the system (Vankatesh et al, 2003).

Behavior Intention is the level of individual interest in using the system continuously (Vankatesh et al, 2003).

Use Behavior is the frequency level of continuous use of the system (Vankatesh et al, 2003).

Size is the scale of the company based on the number of employees.

Material for the Measurement

To test the modified UTAUT model previously described, this study uses questionnaires as a primary data collection tool, where the questionnaire must meet good questionnaire criteria, namely: fulfilling validity criteria, namely content validity, face validity, construct validity and convergent validity. In addition, it also addresses reliability criteria. The following are measurement materials in the form of variables and items in the questionnaire as presented in Table 1.

Items of Performance Expectancy	
1.	Self-service channels will be useful for Telkomsel corporate products purchasing.
2.	Self-service channel allows me to buy Telkomsel corporate products faster
3.	Self-service channels make Telkomsel corporate products purchasing more effective.
Items of Effort Expectancy	
1.	The use of self-service channels is easy to learn
2.	Purchase Telkomsel corporate products using self-channel service is easy
3.	Getting information about Telkomsel corporate products using self-channel service is easy
Items of Social Influence	
1.	I use the Telkomsel self-service channel based on direction from my boss
2.	I use the Telkomsel self-service channel based on direction from account management
3.	I use the Telkomsel self-service channel based on recomendation from account management
Items of Facilitating Conditions	
1.	Contacting Telkomsel related to the self-service channels is easy
2.	Addressing issues related to the self-service channel is easy
3.	Getting support from Telkomsel related to the self-service channels is easy
4.	Getting solution from Telkomsel related problems to the self-service channels is easy
Items of Content	
1.	I can buy products based on my need using self-service channels

ISSN: 2186-845X ISSN: 2186-8441 Print
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2.	Products that can be purchased using self-service channels vary greatly
3.	Products that can be purchased using self-service channels very complete
4.	Products that can be purchased using self-service channels very up to date
Item of Behavioral Intention	
1.	I tend to use self-service channel for the future
2.	I will use self-service channel more often than through Account Management
3.	I will recommend the self-service channel to my colleagues
Items of Use Behavior	
1.	I will use the self-service channel in every Telkomsel's corporate products purcahsing
2.	I prefer to use the self-service channel to buy Telkomsel corporate products
3.	I always use the self-service channel to buy Telkomsel corporate products
4.	I will more often to use the self-service channel to buy Telkomsel corporate products

METHOD AND RESULTS

In this study, we tested the level of validity and reliability of the questionnaire. The questionnaire was tested to 30 samples of corporate customers selected randomly but balanced between the Large Enterprise and Small Medium Enterprise groups. Tests are carried out based on the selection of the right sample, and the number of samples 30 or above approaches the normal distribution (Indrawati, 2107).

The construct and convergent validity and reliability of the questionnaire to be used are processed using SPSS 25 software. In order to be declared valid, the value of CITC (Corrected Item-Total Corelation) must be greater than 0.3 for a sample of 30 (Indrawati, 2017), whereas to see the reliability of the questionnaire, seen from the value of CA (Cronbach Alpha) where the value must be above 0.7.

Following are the results of sample pilot data processing on questionnaires that have made to 30 corporate customers as respondents as presented in Table 2.

Questionere Items		*Corrected Item-Total Correlation (CITC)*	*Cronbach's Alpha (CA)*
PE	PE1	0,868	
	PE2	0,708	0,852
	PE3	0,664	
EE	EE1	0,790	
	EE2	0,741	0,891
	EE3	0,831	
SI	SI1	0,813	
	SI2	0,720	0,869
	SI3	0,760	
FC	FC1	0,938	
	FC2	0,835	
	FC3	0,466	0,874
	FC4	0,726	
CO	CO1	0,934	
	CO2	0,784	
	CO3	0,649	0,879
	CO4	0,625	

BI	BI1	0,765	0,854
	BI2	0,773	
	BI3	0,654	
UB	UB1	0,919	0,823
	UB2	0,733	
	UB3	0,439	
	UB4	0,561	

From the table above, it can be seen that all CITC values of each questionnaire item are> 0.3 and CA> 0.7. This shows that the items in quisioner meet the criteria of validity and reliability.

CONCLUSİON

The measurement material that has been made to test the model in this study has been successfully carried out and tested on 30 respondents of corporate customers, both on the Large Enterprise and Small Medium Enterprise scale. From the pilot test results it has been found that the measurement material which consisting of 7 variables and 24 items has been proven valid and reliable. Furthermore, this measurement material is ready to be used for further research.

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