

ABSTRACT

Telkom University offers several pathways for the selection of new students, such as the JPA pathway, scholarships, USM, IUP, UTG, and vocational programs. The vocational pathway is specifically open for Diploma (D3) and Applied Bachelor's (S1 Terapan) programs within the Faculty of Applied Sciences at Telkom University. There are 7 registration batches for the vocational pathway, starting from August 12, 2022. The comparison between applicants for the vocational pathway and the JPA pathways 1 and 2 reveals that there were 625 vocational applicants and 8,108 JPA applicants (data as of May 19, 2023). This significant difference in applicant numbers has motivated the author to conduct an analysis of the customer journey stages for vocational pathway applicants.

The method employed in this research is a quantitative approach with a descriptive research design, and data collection was carried out through questionnaire responses. The sample consists of 100 prospective new students who applied through the vocational pathway. In this study, the author employed a semantic differential scale with a range of 1-8 to measure questionnaire responses, and the author presented the results in a continuum line.

The analysis of the Customer Journey revealed that the majority of Vocational Pathway applicants come from Vocational High Schools (SMK) with a percentage of 49%, followed by regular high schools (SMA) at 45%, and Islamic high schools (MA) at 6%. Respondents primarily acquired information about the Vocational Pathway through online media, accounting for 83% of responses (matching). The most frequently accessed information source by respondents was the smb.telkomuniversitas.ac.id website, with a percentage of 81% (matching). The purchase of registration PINs tended to be done online by the majority of respondents, with a percentage of 60% (somewhat matching). According to respondents, the duration of announcement was relatively reasonable, with a percentage of 50% (somewhat mismatching), and information about the subsequent stages after receiving acceptance letters was clearly outlined, with a percentage of 81% (matching). A dominant percentage of respondents did not register or purchase PINs more than once, accounting for 42% (somewhat mismatching). The majority of respondents, at 69%, somewhat agreed that they would recommend the Vocational Pathway to others.

Keywords: Customer Journey, Batch.