

ABSTRACT

The volume and frequency of purchase of data packets by the customer is one measure of the success of the operator in launching an internet data product. Purchasing decisions of products that customers do depend on a variety of factors and one of them is the need of digital lifestyle.

A youth segment with a 12 - 18 year age range that has a digital lifestyle needs, Telkomsel has been working since 2014 through a Kartu LOOP. With relatively low purchasing power, but very active in consuming the internet and using online-based social media, the youth segment is an attractive market to work on.

However, the relatively low Loop market share since its appearance in 2014 until 2018 is also a problem that must be analyzed.

By analyzing customer loop behavior in the use of internet data services both in volume, frequency and type of access, it is easier to identify customers who have the potential to purchase data packages or not. Furthermore, certain marketing approaches can be applied to each type of customer (potential and non-potential) to ensure the continuity of the purchase and use of Loop data services by customers.

The aim to be achieved in this study is to segment customers based on the pattern of usage of internet data services, where the research data used is Loop card customer transaction data in the period June-August 2018.

The results of this study are expected to be an insight for Telkomsel in implementing the right marketing strategy to increase data service revenue (broadband revenue) from the youth segment.

Keywords : Digital Life Style, Youth Segment , Recharge Pattern, internet Usage Pattern