

Analysis of the Influence of MyTelkomsel App as a Digital Touch Point on Digital Business Performance at PT. Telkom Indonesia

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ABSTRACT

Keywords: digital transformation; mobile application; digital touch point; mytelkomsel; digital business performance.	In the digital era, digital transformation is a must for companies to compete. PT. Telkom Indonesia introduces the MyTelkomsel app as a digital touch point. This study aims to analyze the influence of the MyTelkomsel application on Telkom's digital business performance. The research method used is quantitative descriptive with a literature study approach. The research data was collected from two main sources, namely literature studies and analysis of the company's financial statements. The results of the study show that the MyTelkomsel application has a positive influence on Telkom's digital business performance. This is evidenced by the increase in the number of MyTelkomsel App users, customer satisfaction, and company revenue.
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Introduction

In today's rapidly evolving digital era, digital transformation has become a must for companies to stay competitive and survive in a competitive market (Chaffey & Ellis-Chadwick, 2019). Digital transformation is no longer just an option, but an urgent need for companies to keep up with the continuous changes in the business environment (Korhonen, 2020).

PT. Telkom Indonesia, as one of the leading telecommunications companies in Indonesia, is also not spared from this digital transformation trend. As a company that has a strategic role in providing telecommunication services for the community, PT. Telkom Indonesia is required to continue to innovate and adapt the latest technology to improve its business performance (Turban, Pollard, & Wood, 2018).

One of the latest innovations introduced by PT. Telkom Indonesia is the MyTelkomsel app (Kartajaya, Kotler, & Hooi, 2019). MyTelkomsel is an application designed to provide various telecommunication services to customers digitally. This application not only provides credit top-up services and data package purchases, but also offers other features such as bill payments, ticket booking, and various attractive promos for users (Zhang, Shao, Zhao, & Chen, 2024).

In the context of digital business, MyTelkomsel App not only functions as a means of transaction for customers but also as one of the digital touchpoints that can affect the overall customer experience (Ojiaku, Ezenwafor, & Osarenkhoe, 2024). The digital touch point itself is every point of interaction between the company and customers through digital media, which can be in the form of websites, mobile applications, social media, and so on (Devi, Hanafi, & Wardhana, 2023).

The importance of analyzing the influence of the MyTelkomsel application as a digital touch point on the digital business performance of PT. Telkom Indonesia cannot be ignored (Patmalasari & Indriyanti, 2021). By deeply understanding how this application affects customer behaviour and satisfaction, PT. Telkom Indonesia can take strategic steps to improve its services, optimize customer experience, and improve its overall business performance (Setiawan et al., 2023).

Through this study, we aim to conduct an in-depth analysis of the influence of the MyTelkomsel application as a digital touch point on the digital business performance of PT. Telkom Indonesia (Hamijaya, Satyaningrat, & Rahmah, 2024). This research will involve data collection, statistical analysis, and the use of appropriate research methods to gain a comprehensive understanding of the relationship between the MyTelkomsel application and the digital business performance of PT. Telkom Indonesia (Curatman & Suroso, 2020)

The structure of this journal will be divided into several main parts, namely introduction, literature review, research methodology, research results, discussion, and conclusion. In this introduction, we will explain the background of the problem, the purpose of the research, as well as the relevance and contribution of this research in the context of the development of digital business in PT. Telkom Indonesia.

With a deeper understanding of the influence of the MyTelkomsel application as a digital touch point, it is hoped that this research can make a positive contribution to the development of digital telecommunication services in Indonesia and become an important reference for other companies that are also undergoing the digital transformation process.

Research Methods

This study uses a quantitative descriptive research method with a literature study approach. The data of this study was collected from two main sources:

1. Literature studies

The literature used in this study includes scientific journals, scientific articles, research reports, and other credible sources of information relevant to the research topic.

2. Analysis of the company's financial statements

The company's financial statements of PT. Telkom Indonesia to see the trend of increasing the number of MyTelkomsel application users and the company's revenue in the period 2019 - 2022.

The data collected from the literature study will be analyzed using content analysis techniques to identify, categorize, and interpret information relevant to the research topic. The data from the analysis of the company's financial statements will be analyzed using

descriptive statistical analysis techniques to see the trends and patterns of increasing the number of MyTelkomsel App users and the company's revenue.

This study has several limitations, namely the research data used in this study is limited to the data available from literature studies and company financial statements. The research method used in this study is a quantitative descriptive method with a literature study approach. Therefore, the results of this study can only provide an overview of the influence of the MyTelkomsel application as a digital touch point on digital business performance in PT. Telkom Indonesia.

Results and Discussion

Increase in the number of myTelkomsel App users.

Based on data obtained from Telkom's annual report, the number of MyTelkomsel app users has increased significantly from 2019 to 2022. In 2019, there were 18 million MyTelkomsel users, in 2020 there were 27.2 million users, in 2021 there were 30 million users, and in 2022 there were 32 million users. The increasing number of users shows that the myTelkomsel application is increasingly accepted and demanded by Telkom customers. One of the factors that have driven the increase in the number of MyTelkomsel users is the Covid-19 pandemic which has encouraged people to use digital services more intensely, including for communication and information needs.

Then, Telkom also launched new features on the MyTelkomsel app, such as bill payments, credit and data package top-ups, purchases of other Telkom products, and access to customer service that make this app even more attractive to customers. Telkom is also intensively promoting and educating about the MyTelkomsel application to customers, which makes customers more aware of the MyTelkomsel app and the benefits offered.



Figure 1. Active MyTelkomsel users in 2019 – 2022

Increased customer satisfaction

Based on research conducted by Dwi and Aries in 2021 regarding the user satisfaction analysis of MyTelkomsel application services, a questionnaire with 13 variable indicators and a sample number of 90 was used, and the analysis techniques used were descriptive analysis and t-paired tests.

Table 1
Indicators of each expected variable (Gratification sought)

Variable	Indicator	Statement
Performance	PEE1	Users experience many benefits by using the MyTelkomsel App
	PEE1	
Expectancy		Users find using the MyTelkomsel app very helpful in
	PEE2	
	PEE3	Buy credit packages, internet packages, SMS packages, entertainment packages, and roaming packages. Users feel that using the MyTelkomsel app provides many conveniences (Efficient), such as: upgrading SIM card to 4G, redeeming points, etc. Users feel that the MyTelkomsel app facilitates their users to be more creative in utilizing its service features.
	PEE4	
Effort	EFE1	Users can easily operate several features of the MyTelkomsel app Users feel that Mytelkomsel's service gives a good impression through the process of earning Telkomsel points uncomplicated Users feel that using the MyTelkomsel App is more efficient in terms of time and energy.
	Expectancy	
	EFE2	
	EFE3	

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Social Influence	SOI1 SOI2	Users feel using MyTelkomsel application, due to the provisions of the agency where the user works Users feel that they are using the MyTelkomsel app because business relationships use the app a lot.
	SOI3	Users feel motivated to work more effectively and efficiently because of the impression of the app. MyTelkomsel
Facilitating Conditions	FAC1 FAC2 FAC3	Users feel comfortable with the features of the MyTelkomsel app that support their users' behaviour and lifestyle. Users find the MyTelkomsel App feature convenient because customer service helps 24 hours a day. Users feel comfortable with the MyTelkomsel app feature that supports the needs of their users' smartphones.

Table 2
Indicators of each perceived variable (gratification obtained)

Variable	Indicator	Statement
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Performance	PEE1	Users are satisfied with the benefits of the MyTelkomsel App
PEE1		
Expectancy	PEE2	Users are satisfied with the MyTelkomsel app which is very helpful in purchasing credit packages, internet packages, SMS packages, entertainment packages, and roaming packages.
	PEE3	Users feel faster by using the MyTelkomsel App.

	PEE4	provides many conveniences (Efficient), such as: upgrading SIM cards to 4G, exchanging points, etc. Users are satisfied with the MyTelkomsel app, which facilitates users to be more creative in utilizing its service features.
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Effort Expectancy	EFE1 EFE2 EFE3	Users are satisfied with the ease of operating several features of the MyTelkomsel App. Users are satisfied with Mytelkomsel's service giving a good impression through the process to get Telkomsel points is not complicated. Users are satisfied with using the MyTelkomsel app more efficiently in terms of time and energy.
Social Influence	SOI1 SOI2 SOI3	Users are satisfied with using the MyTelkomsel app, due to the terms of the agency where they work. Users are satisfied with using the MyTelkomsel app because business relationships use the app a lot. Users feel satisfied and motivated to work more effectively and efficiently because of the impression of the application.

Facilitating Conditions	FAC1 FAC2 FAC3	Users are satisfied with the features of the MyTelkomsel app that support their users' behaviour and lifestyle. Users are satisfied with the features of the MyTelkomsel app because customer service helps 24 hours a day. Users are satisfied with the features of the MyTelkomsel app that support their smartphone needs.
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Based on the research on the level of satisfaction with the MyTelkomsel application using the UTUAT model, it was found that the level of user satisfaction of the MyTelkomsel application was only achieved in the Social Influence variable, while in the variables of Performance Expectancy, Effort Expectancy, and Facilitating Conditions, user satisfaction was not achieved.

There was a significant gap between user expectations and satisfaction with MyTelkomsel App in all variables tested, including Performance expectancy, Effort expectancy, Social Influence, and Facilitating Conditions.

Increase in company revenue

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In Telkomsel's annual report, revenue every year tends to increase from 2019 to 2022. In 2019, digital products recorded company revenue of IDR 91 trillion, in 2020 it recorded IDR 87.1 trillion, in 2021 it recorded IDR 87.5 trillion, and in 2022 it recorded IDR 89 trillion. The highest revenue was achieved in 2019, where this year the start of the Covid-19 pandemic caused users to prefer to make transactions digitally, one of which is MyTelkomsel.

This data represents all digital products, one of which is MyTelkomsel. This shows that the myTelkomsel application has made a positive contribution to Telkom's revenue.



Figure 2. Revenue from digital products, which includes MyTelkomsel's contribution
(Source: Telkom Indonesia Annual Report)

Conclusion

Based on the results of the research, the MyTelkomsel application has a positive influence on Telkom's digital business performance. This can be seen from the increase in the number of users, customer satisfaction, and company revenue. Telkom needs to continue to improve the features and services of the MyTelkomsel application to increase user satisfaction and optimize its contribution to the company's revenue.

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