

ABSTRACT

The COVID-19 pandemic has changed consumer behavior in Indonesia, especially the use of internet services by PT Telkomsel customers, triggering an increase in demand for internet services due to social restrictions and a surge in online activity. This research evaluates how Telkomsel responded to these changes and adapted strategies to meet changing needs, through qualitative and quantitative analysis to identify customer needs and consumer behavior during the pandemic. The results show a transformation in consumer behavior to use WiFi more than cellular/mobile due to movement restrictions and perceptions of COVID-19.

Based on the phenomenon studied, the research method is based on the results of qualitative analysis and quantitative analysis (mixed methods). The 7 informants and 30 respondents involved were customers who use the internet on a daily basis so that conclusions were drawn on the composition of usage between cellular and WiFi data using interactive models and data testing via SEM PLS 6.0 as a data analysis technique. Population and sample collection uses purposive sampling technique.

This research examines the impact of COVID-19 on purchasing motivation and consumer behavior. The research results show that the urgency factor has a significant effect on purchasing behavior, but other factors such as utilitarian and hedonic do not show a significant impact.

From the results of this research, it can be concluded that what is closely related to changes in consumer behavior is caused by the urgency factor. As a result of COVID-19, there have been many changes in consumer behavior regarding buying motivation, types of internet network products, and channels. This is a challenge for PT. Telkomsel to build Orbit's brand image as a profitable alternative and win internet network competition. From changes in customer behavior researched by PT. Telkomsel can combine mobile internet and fixed internet services through the Telkom Group entity which previously had the Indihome Wifi service and create service products that are more convergent and answer consumer needs.

This research proposes further exploration of consumer behavior related to the COVID-19 crisis and internet service innovation to provide converged solutions that answer consumer needs comprehensively. This emphasizes Telkomsel's need to adapt to changing consumer behavior and explore innovation opportunities in providing more efficient and effective internet services.

Keywords: consumers, consumer behavior, COVID-19, cellular telecommunications, purchase motivation, purchase category.