

ABSTRACT

Internet penetration in Indonesia continues to increase every year. In line with the high penetration, e-commerce present to offers the products and services to internet users or also called as netizens. Indosat Ooredoo has made a new breakthrough with the launch of TekTok Mobile as community-based telco services and destined for the market segment of netizens in Indonesia. Recognized as a revolutionary telco operator, TekTok Mobile presents new customer experience for telco services's users, particularly in the way customers acquire prime cards, the selection of service plans, and the method of payment used. Thus this research was conducted to determine the netizen shopping behavior toward telecommunication TekTok Mobile service. The method used in this study is a qualitative with virtual ethnography approach. Data has obtained through online interviews and face to face to the key informants who are members of the virtual community TekTok Mobile. The technique of the validity data used is sources triangulation with digital marketing expert and a customer churn as supporting informants.

This research concluded that the netizen shopping behavior toward telecommunication TekTok Mobile service is a consumer behavior in meeting the specific needs of telecommunication and adaptation to the internet as a shopping medium. The behavior is the result of consumer considerations on the influence of internal, external, as well as lifestyle of internet users. The contribution of this research is to increase the studies in the field of mass communication and marketing, especially in understanding consumer behavior in the digital era.

Keywords : Netizen Shopping Behavior