








# Consumer Study on Fixed WiFi Operator

KPI report

Data ending: Jan'24

Feb'24

# Research design: Consumer study fixed

|   | Q3 2023  | Dec 2023   | Jan 2024   |
|---|--|--|--|
|  Fieldwork Period            | Sep-Oct 2023   | Oct-Dec 2023   | Dec 2023-Feb 2024  |
|  Coverage                    | Urban + Rural, 13 TSEL regions<br><i>PUMA urban only</i>   | Urban + Rural, 13 TSEL regions<br><i>PUMA urban only</i>   | Urban + Rural, 13 TSEL regions<br><i>PUMA urban only</i>   |
|  General Respondent Criteria | Male or Female<br>All SES<br>18 – 55 Y.O<br><b>Fixed WiFi users (any type – fiber or cellular)</b><br>Owned house or minimum 12 months rent<br>Fixed WiFi Provider Decision Maker in Household | Male or Female<br>All SES<br>18 – 55 Y.O<br><b>Fixed WiFi users (any type – fiber or cellular)</b><br>Owned house or minimum 12 months rent<br>Fixed WiFi Provider Decision Maker in Household | Male or Female<br>All SES<br>18 – 55 Y.O<br><b>Fixed WiFi users (any type – fiber or cellular)</b><br>Owned house or minimum 12 months rent<br>Fixed WiFi Provider Decision Maker in Household |
|  Main Sample                | <ul style="list-style-type: none"><li>Offline: 5,865 resp</li><li>Online: 5,844 resp</li></ul>   | <ul style="list-style-type: none"><li>Offline: 5,673 resp</li><li>Online: 5,468 resp</li></ul>   | <ul style="list-style-type: none"><li>Offline: 5,652 resp</li><li>Online: 5,478 resp</li></ul>   |
|  Booster Sample            | 1,029 resp   | 550 resp   | 551 resp   |

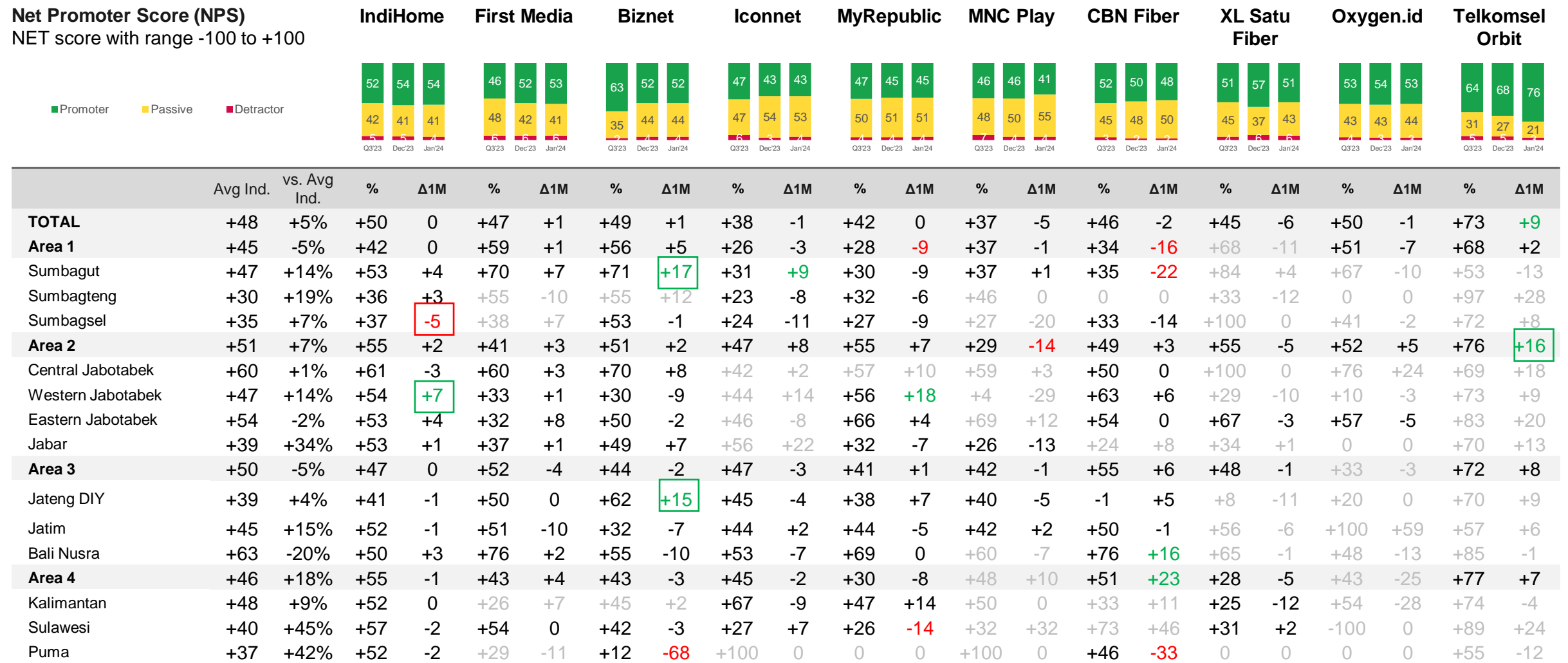
# Net Promoter Score (NPS)

Adhoc Report

First Media & Biznet Performance analysis on speed >100Mbps in Jan 2024

# Net Promoter Score (NPS): Summary – by area & region

Western Jabo as area where Indihome NPS level improved the highest in compared to previous period, contrast with Sumbagsel. Telkomsel Orbit improved NPS level mainly contributed by Area 2. As for Biznet, the NPS level is relatively stable with both Sumbagut and Jateng DIY performed positive this period, while PUMA suffers great loss.



# Net Promoter Score (NPS): Summary – by speed of internet, additional service & LOS

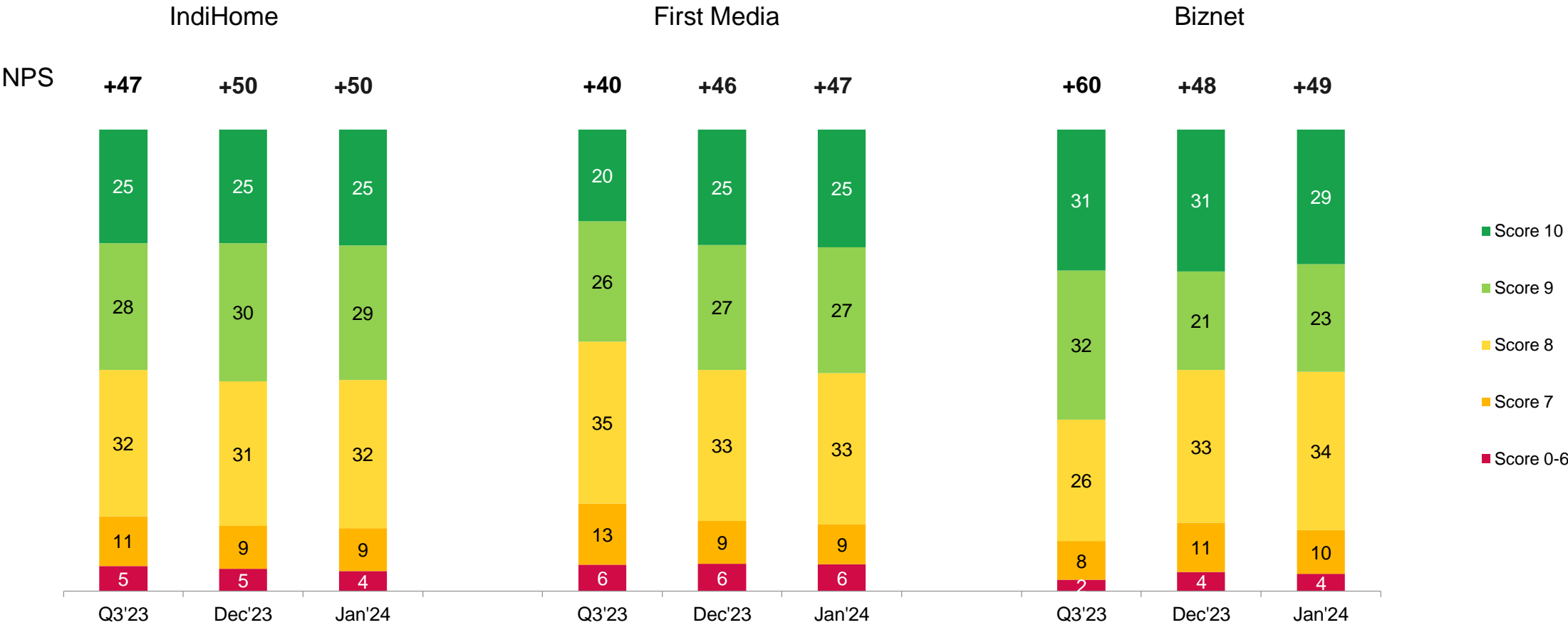
In terms of classification by usage, Indihome NPS level is relatively stable compared to Dec'23. On the other hand, both First Media and Biznet NPS level improved on high-speed internet users

| Net Promoter Score (NPS)<br>NET score with range -100 to +100        | IndiHome   |   | First Media   |  | Biznet  |   | Iconnet  |   | MyRepublic  |  | MNC Play  |   | CBN Fiber  |   | XL Satu Fiber   |  | Oxygen.id   |   | Telkomsel Orbit  |   |   |  |   |   |  |   |   |  |   |   |
|--|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|--|---|---|
| <div><div>Promoter</div><div>Passive</div><div>Detractor</div></div> | <div><div>52</div><div>42</div><div>5</div></div> <div>Q3'23</div> | <div><div>54</div><div>41</div><div>5</div></div> <div>Dec'23</div> | <div><div>54</div><div>41</div><div>4</div></div> <div>Jan'24</div> | <div><div>46</div><div>48</div><div>6</div></div> <div>Q3'23</div> | <div><div>52</div><div>42</div><div>6</div></div> <div>Dec'23</div> | <div><div>53</div><div>41</div><div>6</div></div> <div>Jan'24</div> | <div><div>63</div><div>35</div><div>2</div></div> <div>Q3'23</div> | <div><div>52</div><div>44</div><div>4</div></div> <div>Dec'23</div> | <div><div>52</div><div>44</div><div>4</div></div> <div>Jan'24</div> | <div><div>47</div><div>47</div><div>6</div></div> <div>Q3'23</div> | <div><div>43</div><div>54</div><div>3</div></div> <div>Dec'23</div> | <div><div>43</div><div>53</div><div>4</div></div> <div>Jan'24</div> | <div><div>47</div><div>50</div><div>4</div></div> <div>Q3'23</div> | <div><div>45</div><div>51</div><div>4</div></div> <div>Dec'23</div> | <div><div>45</div><div>51</div><div>4</div></div> <div>Jan'24</div> | <div><div>46</div><div>48</div><div>7</div></div> <div>Q3'23</div> | <div><div>46</div><div>50</div><div>4</div></div> <div>Dec'23</div> | <div><div>41</div><div>55</div><div>4</div></div> <div>Jan'24</div> | <div><div>52</div><div>45</div><div>3</div></div> <div>Q3'23</div> | <div><div>50</div><div>48</div><div>2</div></div> <div>Dec'23</div> | <div><div>48</div><div>50</div><div>2</div></div> <div>Jan'24</div> | <div><div>51</div><div>45</div><div>4</div></div> <div>Q3'23</div> | <div><div>57</div><div>37</div><div>6</div></div> <div>Dec'23</div> | <div><div>51</div><div>43</div><div>6</div></div> <div>Jan'24</div> | <div><div>53</div><div>43</div><div>4</div></div> <div>Q3'23</div> | <div><div>54</div><div>43</div><div>2</div></div> <div>Dec'23</div> | <div><div>53</div><div>44</div><div>2</div></div> <div>Jan'24</div> | <div><div>64</div><div>31</div><div>5</div></div> <div>Q3'23</div> | <div><div>68</div><div>27</div><div>5</div></div> <div>Dec'23</div> | <div><div>76</div><div>21</div><div>2</div></div> <div>Jan'24</div> |
|  | %  | Δ1M   | %   | Δ1M  | %   | Δ1M   | %  | Δ1M   | %   | Δ1M  | %   | Δ1M   | %  | Δ1M   | %   | Δ1M  | %   | Δ1M   | %  | Δ1M   |   |  |   |   |  |   |   |  |   |   |
| TOTAL  | +50  | 0   | +47   | +1   | +49   | +1  | +38  | -1  | +42   | 0  | +37   | -5  | +46  | -2  | +45   | -6   | +50   | -1  | +73  | +9  |   |  |   |   |  |   |   |  |   |   |
| Speed of Internet  |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |
| < 15 Mbps  | +36  | +2  | +40   | +3   | +30   | 0   | +36  | -8  | +43   | +5   | +34   | -6  | +42  | +1  | +49   | -9   | +50   | +9  | +37  | -12   |   |  |   |   |  |   |   |  |   |   |
| 15-30 Mbps   | +48  | -1  | +41   | +2   | +40   | -4  | +38  | +4  | +38   | -1   | +36   | -6  | +36  | -12   | +44   | -6   | +50   | 0   | +71  | +20   |   |  |   |   |  |   |   |  |   |   |
| 31-40 Mbps   | +54  | +2  | +53   | +9   | +61   | +2  | +51  | +6  | +53   | +4   | +35   | -7  | +47  | -4  | +42   | +7   | +25   | +9  | +72  | +18   |   |  |   |   |  |   |   |  |   |   |
| 41-50 Mbps   | +56  | -2  | +38   | -7   | +56   | +10   | +54  | -14   | +71   | +1   | +38   | -10   | +55  | +9  | +35   | -10  | +36   | -7  | +70  | -3  |   |  |   |   |  |   |   |  |   |   |
| 51-100 Mbps  | +64  | +1  | +67   | -3   | +68   | -2  | +50  | +9  | +45   | -1   | +81   | +4  | +81  | +30   | +60   | -9   | +54   | -15   | +65  | -5  |   |  |   |   |  |   |   |  |   |   |
| > 100 Mbps   | +68  | +3  | +69   | +20  | +76   | +14   | +79  | +9  | +67   | +6   | +85   | -15   | +98  | -2  | +81   | -10  | +100  | 0   | +92  | +7  |   |  |   |   |  |   |   |  |   |   |
| Additional service   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |
| Internet service only  | +45  | 0   | +34   | -1   | +41   | 0   | +36  | -1  | +37   | +1   | +32   | -7  | +43  | -3  | +43   | 0  | +48   | +4  | 0  | 0   |   |  |   |   |  |   |   |  |   |   |
| Cable TV   | +47  | +2  | +47   | +10  | +57   | +6  | +45  | -6  | +66   | +3   | +41   | -1  | +38  | -5  | +24   | -22  | +56   | -20   | 0  | 0   |   |  |   |   |  |   |   |  |   |   |
| Video streaming  | +58  | +1  | +61   | -7   | +63   | +4  | +50  | -3  | +56   | -7   | +59   | +6  | +50  | -7  | +52   | -14  | +70   | +12   | 0  | 0   |   |  |   |   |  |   |   |  |   |   |
| Cable TV & Video streaming   | +71  | 0   | +75   | +6   | +72   | +4  | +59  | -17   | +81   | +9   | +47   | -1  | +84  | +1  | +70   | -3   | +43   | -57   | 0  | 0   |   |  |   |   |  |   |   |  |   |   |
| Length of service (LOS)  |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |  |   |   |
| New users (less than 1 year)   | +44  | 0   | +40   | -2   | +45   | +2  | +33  | -2  | +32   | -3   | +30   | 0   | +47  | -2  | +39   | +1   | +63   | -4  | +55  | +8  |   |  |   |   |  |   |   |  |   |   |
| 1 – 3 years  | +51  | 0   | +48   | 0  | +48   | +2  | +44  | -1  | +51   | +6   | +35   | -8  | +41  | -6  | +42   | -7   | +44   | +2  | +74  | +11   |   |  |   |   |  |   |   |  |   |   |
| 3 – 5 years  | +52  | +1  | +58   | +8   | +58   | -3  | +46  | -1  | +66   | +9   | +42   | -11   | +38  | -3  | +60   | -10  | +40   | -6  | +90  | +5  |   |  |   |   |  |   |   |  |   |   |
| More than 5 years  | +50  | -1  | +37   | -2   | +56   | -14   | +49  | 0   | +33   | -17  | +52   | +9  | +100   | +31   | +100  | 0  | +72   | +1  | +94  | +9  |   |  |   |   |  |   |   |  |   |   |

Base: Respective Fixed WiFi users | Δ1M = gap vs Dec'23 | GREEN: significantly improve RED: significantly decline | Grey font: small base

# Movement of Net Promoter Score proportion

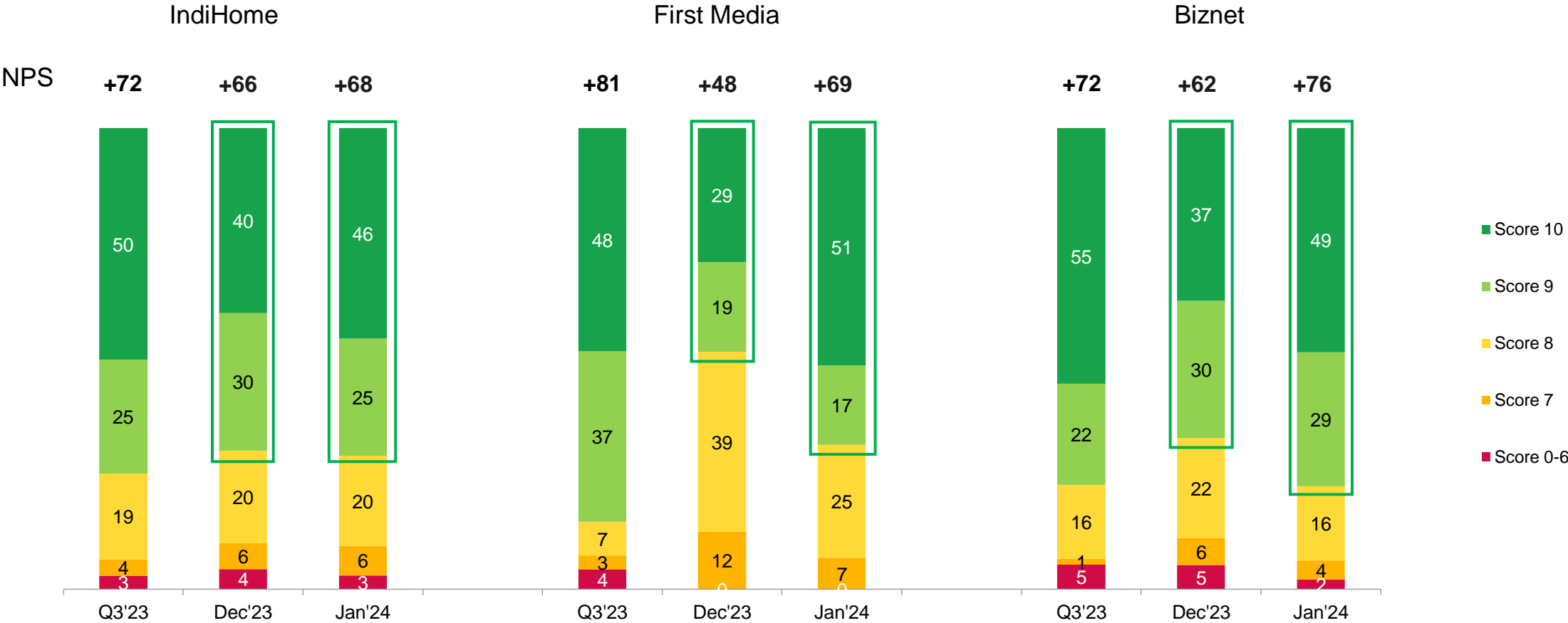
NPS score for IndiHome, First Media, and Biznet are generally stable in most of scales compared to previous period.



Base: Respective Fixed WiFi users

# Movement of Net Promoter Score proportion (Internet Speed >100 Mbps)

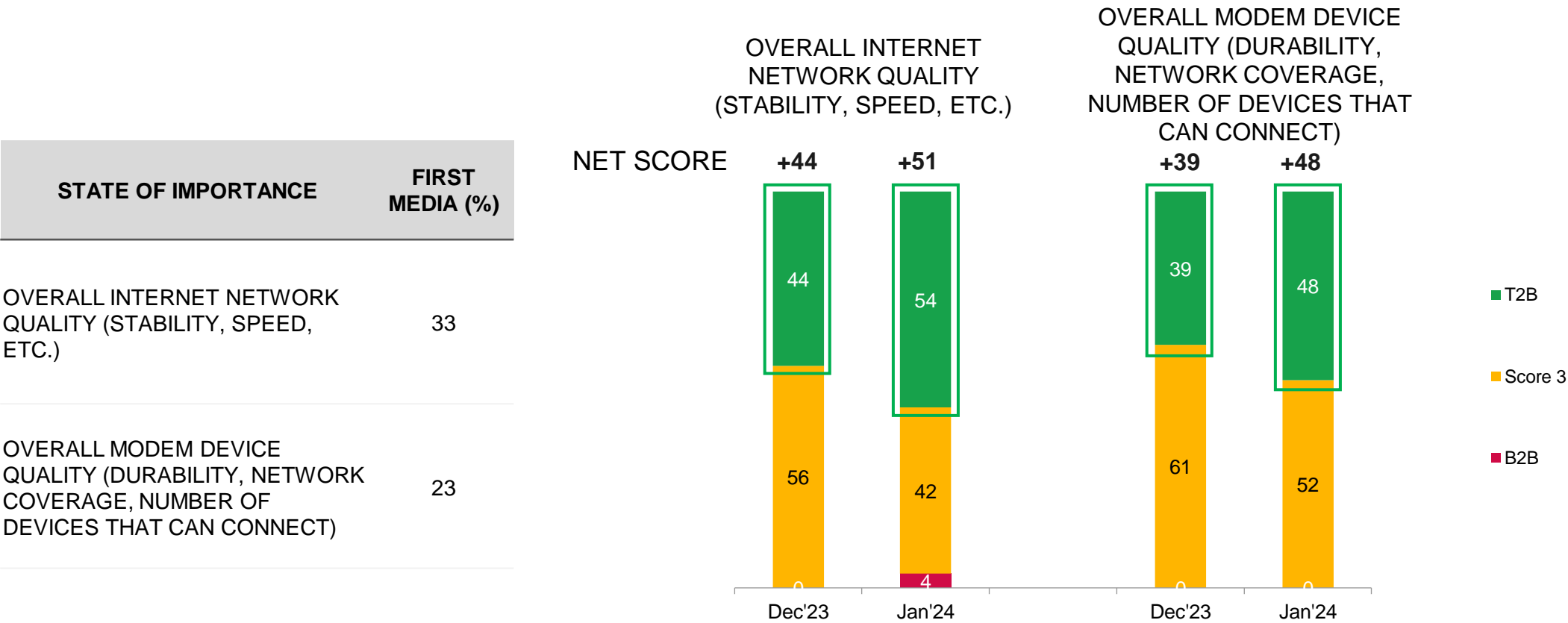
As IndiHome remains stable with their Promotor score, the inclining performance of First Media & Biznet are driven by their higher proportion in scale 9 & 10



Base: Respective Fixed WiFi users

## Performance State of Importance First Media proportion vs. previous quarter (Internet Speed >100 Mbps)

Network and Modem Device Quality are the two most important factors for First Media >100 Mbps users. The inclining T2B performance of the two primarily drives the inclining NPS of First Media among >100 Mbps users.

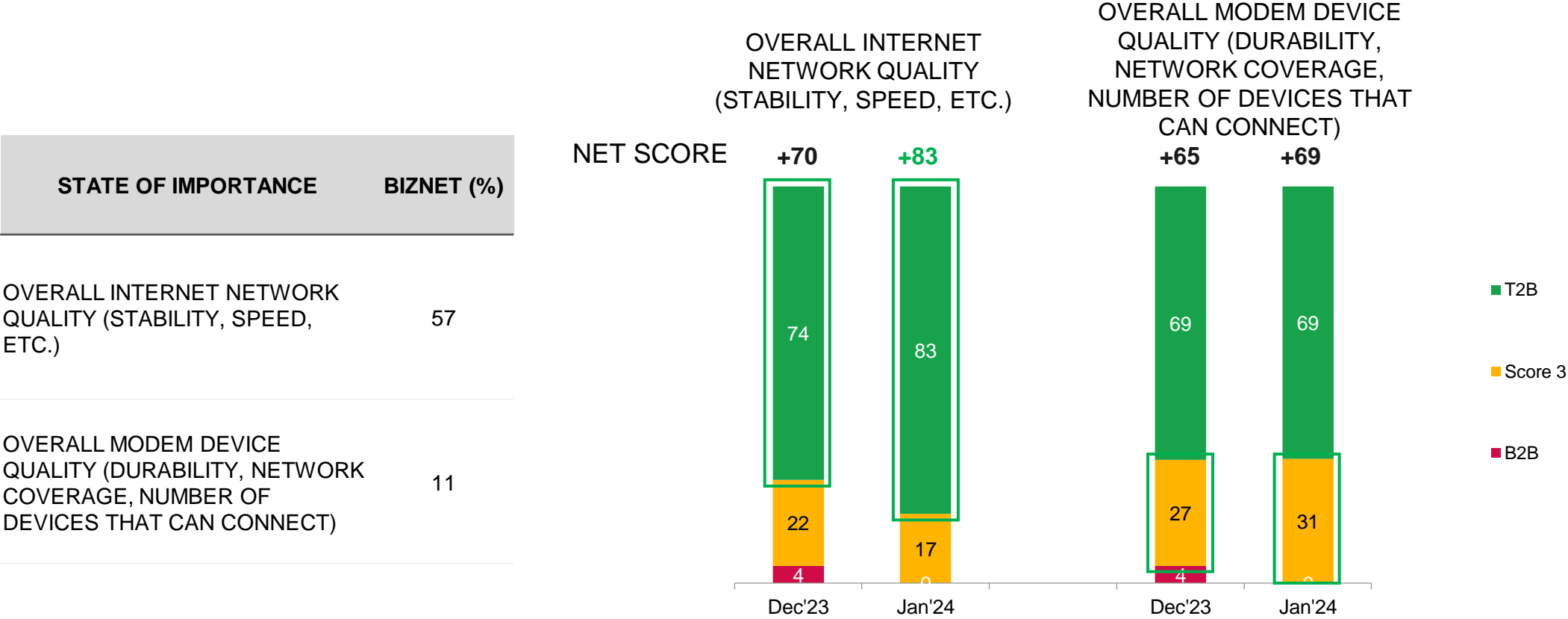


Base: Respective Fixed WiFi users | GREEN: significantly improve | RED: significantly decline



## Performance State of Importance Biznet proportion vs. previous quarter (Internet Speed >100 Mbps)

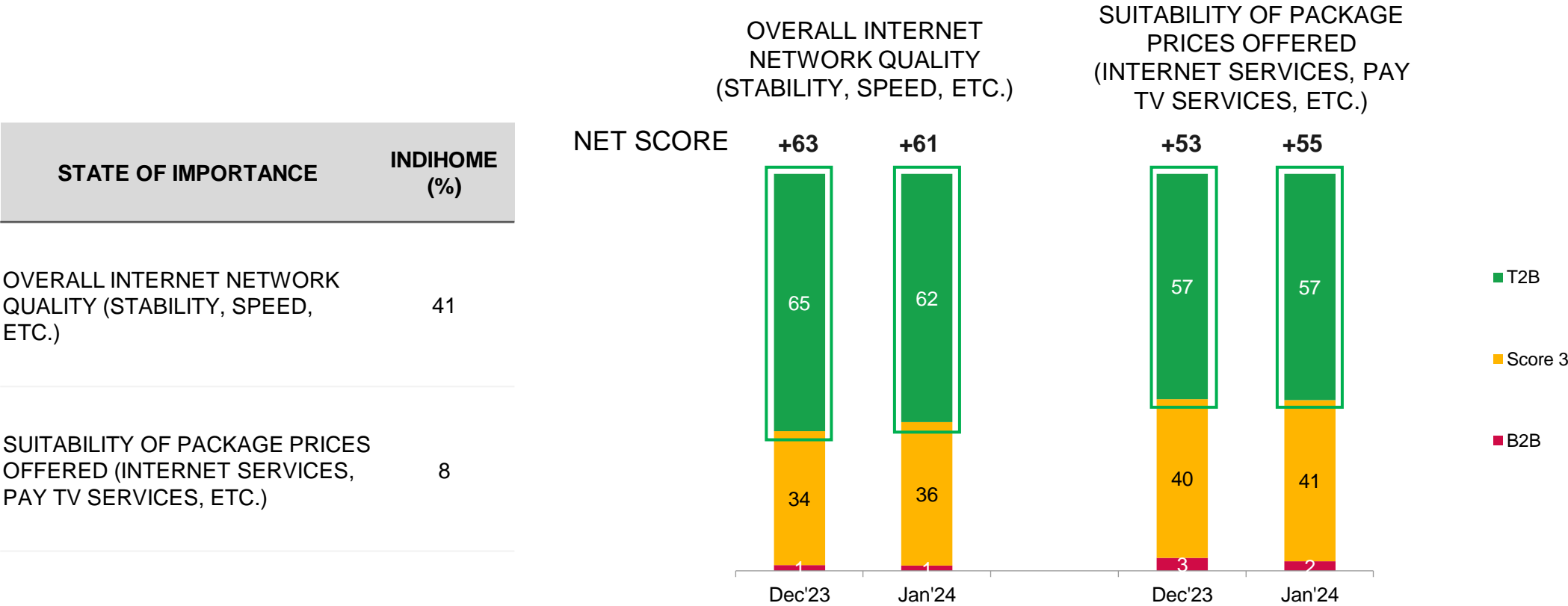
Similar to First Media, Biznet >100 Mbps users prioritize network and modem device quality. It shows inclining T2B performance of network quality, and despite the T2B performance of modem device quality remaining stable, the B2B score turns 0 in Jan'24, which makes the score 3 slightly incline in comparison to Dec'23.



Base: Respective Fixed WiFi users | GREEN: significantly improve | RED: significantly decline

# Performance State of Importance IndiHome proportion vs. previous quarter (Internet Speed >100 Mbps)

On the other hand, IndiHome performance for both top 2 most importance factors are relatively stable in compared to previous period



Base: Respective Fixed WiFi users | GREEN: significantly improve | RED: significantly decline

# IndiHome: Reasons for promoting

In comparison to the previous quarter, connectivity remains the primary reason to promote IndiHome. “Famous Brand” rises to fifth place, while “Widely Used Brand” falls to 6<sup>th</sup> place for the main reason. IndiHome users promoters more skewed towards consumers in Area 2 and Area 4, with the speed of internet above 51 Mbps, and among 35 – 44 y.o

54% (+0%) of IndiHome users are promoters

| REASON               |                            | %  | Δ1M |
|----------------------|----------------------------|----|-----|
| CONNECTIVITY         | Stable and fast connection | 70 |     |
| CONNECTIVITY         | Wide network coverage      | 11 |     |
| PRICE & PROMO        | Affordable price           | 10 |     |
| AFTER-SALES SERVICES | Great service              | 4  |     |
| BRAND                | Famous brand               | 3  | ▲   |
| BRAND                | Widely used brand          | 3  | ▼   |

|                   | IndiHome Users % | IndiHome Users – Promoters Index % |
|-------------------|------------------|------------------------------------|
| Gender            |                  |                                    |
| Male              | 52               | 52                                 |
| Female            | 48               | 48                                 |
| SES               |                  |                                    |
| Upper             | 30               | 33                                 |
| Middle            | 55               | 54                                 |
| Lower             | 15               | 13                                 |
| Age group         |                  |                                    |
| 18 – 24 YO        | 26               | 24                                 |
| 25 – 34 YO        | 30               | 31                                 |
| 35 – 44 YO        | 24               | 26                                 |
| 45 – 55 YO        | 20               | 20                                 |
| Avg. age (YO)     | 33.57            | 33.95                              |
| Area              |                  |                                    |
| Area 1            | 19               | 17                                 |
| Area 2            | 32               | 34                                 |
| Area 3            | 32               | 30                                 |
| Area 4            | 17               | 19                                 |
| Residential Type  |                  |                                    |
| Residential       | 25               | 27                                 |
| Apartment         | 1                | 1                                  |
| Ordinary Housing  | 70               | 67                                 |
| *Others           | 5                | 4                                  |
| LOS (months)      | 31.16            | 31.61                              |
| Speed of Internet |                  |                                    |
| < 15 Mbps         | 11               | 9                                  |
| 15-30 Mbps        | 48               | 46                                 |
| 31-40 Mbps        | 9                | 10                                 |
| 41-50 Mbps        | 10               | 11                                 |
| 51-100 Mbps       | 9                | 12                                 |
| > 100 Mbps        | 6                | 7                                  |

Jabar, Female, 18 - 24 YO, Upper SES, > 100 Mbps

Sinyal selalu stabil di segala cuaca

Takeouts:  
• Stable connection

Eastern Jabotabek, Male, 35 - 44 YO, Upper SES, < 15 Mbps

Brand provider paling terkenal

Takeouts:  
• Famous brand

Base: IndiHome users who are promoters | Δ1M = gap vs Dec'23 | ▲: improve rank, ▼: decline rank | Others Residential Type: Shophouse (Ruko), Villagers House

# IndiHome: Understanding positive feedback (reasons for promoting)

The reason ‘Famous brand’ for promoting IndiHome has increased a significant result across regions.

Reasons for Promoting  
Sorted by percentage rank

|                            | Total |     | Area 1 |     | Area 2 |     | Area 3 |     | Area 4 |     | Sum bagut |     | Sum bagten g |     | Sum bagsel |     | Central Jabo |     | Wester n Jabo |     | Eastern Jabo |     | Jabar |     | Jateng DIY |     | Jatim |     | Bali Nusra |     | Kali mantan |     | Sula wesi |     | Puma |     |
|----------------------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|-----------|-----|--------------|-----|------------|-----|--------------|-----|---------------|-----|--------------|-----|-------|-----|------------|-----|-------|-----|------------|-----|-------------|-----|-----------|-----|------|-----|
|                            | %     | Δ1M | %      | Δ1M | %      | Δ1M | %      | Δ1M | %      | Δ1M | %         | Δ1M | %            | Δ1M | %          | Δ1M | %            | Δ1M | %             | Δ1M | %            | Δ1M | %     | Δ1M | %          | Δ1M | %     | Δ1M | %          | Δ1M | %           | Δ1M | %         | Δ1M | %    | Δ1M |
| Stable and fast connection | 70    |     | 73     |     | 66     |     | 72     |     | 73     |     | 71        |     | 68           |     | 78         |     | 63           |     | 69            |     | 68           |     | 65    |     | 76         |     | 73    |     | 60         |     | 75          |     | 70        |     | 76   |     |
| Wide network coverage      | 11    |     | 11     |     | 11     |     | 13     |     | 10     |     | 10        |     | 16           |     | 10         |     | 12           |     | 9             |     | 10           |     | 11    |     | 13         |     | 13    |     | 14         |     | 11          |     | 10        |     | 10   |     |
| Affordable price           | 10    |     | 10     |     | 12     |     | 9      |     | 9      |     | 10        |     | 11           |     | 9          |     | 9            |     | 15            |     | 8            |     | 16    |     | 9          |     | 9     |     | 12         |     | 9           |     | 10        |     | 9    |     |
| Great service              | 4     |     | 4      | ▲   | 4      | ▲   | 4      | ▼   | 4      |     | 4         | ▲   | 5            | ▲   | 4          | ▲   | 5            | ▲   | 4             |     | 4            |     | 3     | ▲   | 4          |     | 4     | ▼   | 3          | ▼   | 2           | ▼   | 5         |     | 5    |     |
| Famous brand               | 3     | ▲   | 2      | ▲   | 4      |     | 2      | ▲   | 2      |     | 3         | ▲   | 1            |     | 1          | ▲   | 7            |     | 2             | ▼   | 4            |     | 3     | ▲   | 1          | ▲   | 2     | ▲   | 4          | ▲   | 3           | ▲   | 2         | ▲   | 1    |     |
| Widely used brand          | 3     | ▼   | 3      |     | 3      | ▼   | 4      | ▲   | 1      | ▼   | 4         |     | 2            | ▲   | 1          | ▼   | 1            | ▼   | 1             | ▼   | 5            |     | 4     |     | 3          | ▼   | 4     | ▲   | 4          |     | 1           |     | 1         | ▼   | 0    | ▼   |

Base: IndiHome users who are promoters | Δ1M = rank vs Dec'23 | CONNECTIVITY, AFTER-SALES SERVICES, INSTALLATION & ACTIVATION PROCESS, PRICE & PROMO, PRODUCT & PACKAGE, BRAND

▲: improve rank, ▼: decline rank

The figures presented in this report are rounded. Therefore, direct calculations using the figures in this report may yield values different from the actual ones.

# Understanding positive feedback (reasons for promoting)

Most users still highlight 'Stable and fast connection' as their primary reason to promote their brands also with the distinction of IndiHome and Telkomsel Orbit users, who prioritize 'Wide network coverage' as a top reason, whereas other brands skew towards 'Affordable price'.

Reasons for Promoting  
Sorted by percentage rank

| IndiHome                   | First Media                         | Biznet                     | Iconnet                             | MyRepublic                          | MNC Play                   | CBN Fiber                         | XL Satu Fiber                       | Oxygen.id                  | Telkomsel Orbit                     |
|----------------------------|-------------------------------------|----------------------------|-------------------------------------|-------------------------------------|----------------------------|-----------------------------------|-------------------------------------|----------------------------|-------------------------------------|
| RANK<br>Δ1M                | RANK<br>Δ1M                         | RANK<br>Δ1M                | RANK<br>Δ1M                         | RANK<br>Δ1M                         | RANK<br>Δ1M                | RANK<br>Δ1M                       | RANK<br>Δ1M                         | RANK<br>Δ1M                | RANK<br>Δ1M                         |
| Stable and fast connection | Stable and fast connection          | Stable and fast connection | Stable and fast connection          | Stable and fast connection          | Stable and fast connection | Stable and fast connection        | Stable and fast connection          | Stable and fast connection | Stable and fast connection          |
| Wide network coverage      | Affordable price                    | Affordable price           | Affordable price                    | Affordable price                    | Affordable price           | Affordable price                  | Affordable price                    | Affordable price           | Wide network coverage               |
| Affordable price           | Wide network coverage               | Great service              | Wide network coverage               | Packages variant according to needs | Good quality product       | Easy to use                       | Wide network coverage               | Wide network coverage      | Affordable price                    |
| Great service              | Packages variant according to needs | Wide network coverage      | Easy to use                         | Great service                       | Great service              | Great service                     | Packages variant according to needs | Great service              | Good quality product                |
| Famous brand               | Trusted brand                       | Good quality product       | Good quality product                | Wide network coverage               | Fast response service      | Wide network coverage             | Good quality product                | Fast response service      | Packages variant according to needs |
| Widely use brand           | Great service                       | Fast response service      | Packages variant according to needs | Fast response service               | Wide network coverage      | Package prices according to needs | Great service                       | Trusted brand              | Easy to use                         |

Base: users who are promoters | Δ1M = rank vs Dec'23 | CONNECTIVITY, AFTER-SALES SERVICES, INSTALLATION & ACTIVATION PROCESS, PRICE & PROMO, PRODUCT & PACKAGE, BRAND

▲: improve rank, ▼: decline rank

The figures presented in this report are rounded. Therefore, direct calculations using the figures in this report may yield values different from the actual ones.

# IndiHome: Reasons for detracting

“Unstable and slow connection” and “Unaffordable price” continue to be the main reasons for not recommending IndiHome. Meanwhile “Not Value for Money” and “The Service is not good” are slowly rise into the top reason. Negative recommendation mostly contribute by lower and young age consumers.

4%  
(-1%) of IndiHome users are detractors

| REASON               |                                     | %  | RANK<br>Δ1M |
|----------------------|-------------------------------------|----|-------------|
| CONNECTIVITY         | Unstable and slow connection        | 59 |             |
|                      |                                     |    |             |
| PRICE & PROMO        | Unaffordable price                  | 20 |             |
|                      |                                     |    |             |
| PRICE & PROMO        | Not value for money                 | 2  | ▲           |
| PURCHASE & PAYMENT   | There is a penalty for late payment | 2  | ▼           |
| AFTER-SALES SERVICES | The service is not good             | 1  | ▲           |
| AFTER-SALES SERVICES | Slow response technician            | 1  | ▼           |

|                   | IndiHome Users | IndiHome Users – Detractors |       |
|-------------------|----------------|-----------------------------|-------|
|                   | %              | Index                       | %     |
| Gender            |                |                             |       |
| Male              | 52             |                             | 57    |
| Female            | 48             |                             | 43    |
| SES               |                |                             |       |
| Upper             | 30             |                             | 19    |
| Middle            | 55             |                             | 46    |
| Lower             | 15             |                             | 35    |
| Age group         |                |                             |       |
| 18 – 24 YO        | 26             |                             | 39    |
| 25 – 34 YO        | 30             |                             | 23    |
| 35 – 44 YO        | 24             |                             | 21    |
| 45 – 55 YO        | 20             |                             | 17    |
| Avg. age (YO)     | 33.57          |                             | 31.87 |
| Area              |                |                             |       |
| Area 1            | 19             |                             | 27    |
| Area 2            | 32             |                             | 17    |
| Area 3            | 32             |                             | 36    |
| Area 4            | 17             |                             | 21    |
| Residential Type  |                |                             |       |
| Residential       | 25             |                             | 30    |
| Apartment         | 1              |                             | 3     |
| Ordinary Housing  | 70             |                             | 57    |
| Others            | 5              |                             | 9     |
| LOS (months)      | 31.16          |                             | 32.47 |
| Speed of Internet |                |                             |       |
| < 15 Mbps         | 11             |                             | 19    |
| 15-30 Mbps        | 48             |                             | 47    |
| 31-40 Mbps        | 9              |                             | 7     |
| 41-50 Mbps        | 10             |                             | 8     |
| 51-100 Mbps       | 9              |                             | 7     |
| > 100 Mbps        | 6              |                             | 4     |

Base: IndiHome users who are detractors | Δ1M = gap vs Dec'23 | ▲ improve rank, ▼: decline rank  
Others Residential Type: Shophouse (Ruko), Villagers House

Jateng DIY, Male, 18 - 24 YO, Upper SES,  
15 – 30 Mbps

Kualitasnya tidak sesuai dengan yang dipromosikan

Takeouts:  
• The price does not match the quality

Sumbagsel, Male, 45 - 55 YO, Middle SES,  
< 15 Mbps

Sering terjadi gangguan sampai dua hari

Takeouts:  
• Frequent disturbance occur

# IndiHome: Understanding negative feedback (reasons for detracting)

‘Unstable and slow connection’ and ‘Unaffordable price’ still as a prominent factor influencing the recommendation of IndiHome detractors, while ‘Not value for money’ and ‘There is a penalty for late payment’ are evident in Area 2 and 3. Furthermore the ‘Slow response technician’ is evident in Area 2, 3, and 4.

Reasons for Detracting  
Sorted by percentage rank

|                                     | Total |     | Area 1 |     | Area 2 |     | Area 3 |     | Area 4 |     |
|-------------------------------------|-------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
|                                     | %     | Δ1M | %      | Δ1M | %      | Δ1M | %      | Δ1M | %      | Δ1M |
| Unstable and slow connection        | 59    |     | 49     |     | 78     |     | 63     |     | 50     |     |
| Unaffordable price                  | 20    |     | 23     |     | 13     |     | 21     |     | 21     |     |
| Not value for money                 | 2     | ▲   | 5      |     | 0      | ▲   | 2      | ▲   | 2      |     |
| There is a penalty for late payment | 2     | ▼   | 1      | ▲   | 4      |     | 1      |     | 1      | ▼   |
| The service is not good             | 1     | ▲   | 0      |     | 2      | ▲   | 2      | ▲   |        | ▼   |
| Slow response technician            | 1     | ▼   | 2      |     | 0      | ▲   | 1      | ▲   | 2      | ▲   |

Base: IndiHome users who are detractors | Δ1M = rank vs Dec'23 | CONNECTIVITY, AFTER-SALES SERVICES, INSTALLATION & ACTIVATION PROCESS, PRICE & PROMO, PRODUCT & PACKAGE, BRAND, PURCHASE & PAYMENT

▲: improve rank, ▼: decline rank

The figures presented in this report are rounded. Therefore, direct calculations using the figures in this report may yield values different from the actual ones.

# User **negative** feedback on Biznet

Eastern Jabotabek, Female, 25-34 YO, Middle SES

Kualitas jaringan internet terganggu ketika hujan deras

- Takeouts:
- *Impact of bad weather to network connection*

Jatim, Female, 18-24 YO, Upper SES

Sering gangguan utamanya dimalam hari tapi hanya sebentar

- Takeouts:
- *Connection trouble at specific time*

Central Jabotabek, Male, 18-24 YO, Middle SES

Jangkauan jaringan terlalu pendek tidak lebih dari 20 meter dari luar rumah

- Takeouts:
- *Small coverage*

Jatim, Male, 18-24 YO, Middle SES

Kendala nya pada saat hujan deras wifi agak troubel

- Takeouts:
- *Impact of bad weather to network connection*

Jatim, Female, 25-34 YO, Upper SES

Teknisi kadang kadang kurang tanggap kalau pas ada gangguan yang agak lama,kalau lemot lemot sebentar sudah biasa.

- Takeouts:
- *Slow response technician / officer*

Base: Biznet users





# Thank You