The Role Of Indihome's Public Relations Department In Responding To Customers (Generation Z) Satisfaction Complaints

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Abstract

Advances in information and communication technology play an important role in facilitating human life. Indihome is present as one of the triple play internet services by PT Telkom Indonesia which has a good reputation among the public. Indihome plays a role in helping the internet services needed by the community. However, with the precarious situation due to the Covid-19 pandemic, the people is forced to conduct their activities online. Initially this situation became an advantage and opportunity for the company, but due to exploding consumer demand, the company experienced an imbalance in providing internet services, making many people angry and disappointed. This study aims to determine the role of Indihome public relations (PR) in responding to consumer complaints about Gen Z consumer satisfaction. This study uses quantitative methods and descriptive methods through surveys conducted on Google Forms which are distributed online to generation Z respondents. PR handles complaints that occur, so the survey becomes a reference for Indihome PR to improve service strategies and make new innovations in the program internet service.

***Keywords**: Indihome, Public Relations, Generation Z, Complaint, Covid-19, Strategy.*

Peranan Jabatan Perhubungan Awam Indihome Di Dalam Memberi Maklum Balas Terhadap Kepuasan Aduan Pelanggan (Generasi Z)

Abstract

Kemajuan teknologi maklumat dan komunikasi memainkan peranan penting di dalam memudahkan kehidupan manusia. Indihome hadir sebagai salah satu perkhidmatan internet triple play oleh PT Telkom Indonesia yang mempunyai reputasi baik di kalangan orang ramai. Indihome berperanan dalam membantu perkhidmatan internet yang diperlukan oleh masyarakat. Namun, dengan keadaan yang tidak menentu berikutan pandemik Covid-19, orang ramai terpaksa melakukan aktiviti mereka secara atas talian. Pada awalnya keadaan ini menjadi kelebihan dan peluang bagi syarikat, tetapi disebabkan permintaan pengguna yang tinggi, syarikat mengalami ketidakseimbangan di dalam menyediakan perkhidmatan internet dan ini membuatkan orang rami menjadi marah dan kecewa. Kajian ini bertujuan untuk menentukan peranan perhubungan awam Indihome di dalam menjawab aduan pengguna mengenai kepuasan pengguna Gen Z. Kajian ini menggunakan kaedah kuantitatif dan analisis deskriptif dilakukan melalui tinjauan dengan menggunakan Google Form secara atas talian kepada responden generasi Z. Berdasarkan strategi perhubungan awam di dalam menangani aduan, tinjauan ini menjadi rujukan bagi hubungan masyarakat Indihome untuk meningkatkan perkhidmatan dan membuat inovasi baru dalam servis internet yang ditawarkan.

Kata kunci*: Indihome, Perhubungan Awam, Generasi Z, Aduan, Covid-19, Strategi.*

1. INTRODUCTION

1.1   *Background*

The advancement in the field of communication technology, information, and mass media are growing at a rapid rate. The development of technology and awareness illustrate the importance of information seeking and attract many people to use the internet as an alternative to access information and carry out communication activities. Due to the COVID-19 pandemic, the government has declared Large-Scale Social Restrictions (PSBB); policies that limit people's activities outside the home, and orders to work at home in an effort to suppress the spread of the virus and protect the community's environment for their health.

During this pandemic, a new lifestyle has been created to fulfil the need of many people; one of which is internet service facilities. The internet is an important tool that helps people carry out activities during the pandemic, such as work, online school activities, seminars, and others. Indihome is a triple network service for PT Telkom Indonesia, including Fiber Optic Internet or High Speed Internet, Fixed Telephone and IPTV (Indihome.co.id, 2020). Indihome is a bundling product, so the price offered to customers is the package price according to their needs. There are several issues that make Indihome's brand image unfavourable, namely the existence of Distance Learning and Work From Home (WFH) which causes internet services to sometimes experience problems. This can be proven on the Indihome Twitter page, almost every day there are complaints of internet disturbances (Aries Susanty, 2012).

In its operations, Indihome experienced several challenges with the declining number of customers. The discouraging number of Indihome customer's growth, it is therefore necessary to strengthen Indihome brand image and reputation. Based on this, Indihome's current PR role is to maintain its reputation by responding to complaints from consumers regarding the internet service satisfaction. This is significant because customer complaints inability to immediately respond will impact the company's reputation and this will lead to consumers' distrust towards the company. In this case, Indihome Public Relations (PR) plays a role in formulating several strategies. Starting from improving connection services to ensure faster speed that will not interfere with customer convenience when using internet services, to the special promotions at relatively low prices, as well as expanding the Indihome network. Also, for remote areas that are less affordable, a more consistent effort in serving customers for higher customer satisfaction to responding quickly on customers' complaints. All of These can be solved by developing an

effective complaint application feature service that responds quickly to make it easier for users when reporting problems they are experiencing (Diurna, 2017).

However, the length of the process when customers experience technical problems still cannot relieve all complaints. Often, companies do not follow-up and respond to customer complaints because the internet network remains unstable and weak coverage (Diurna, 2017). Based on the quantitative method from the respondent's questionnaire data, it was explained that the average Indihome user was 61.9%, namely users who were 18 years old with more than two years of use as much as 50%. Although in terms of service loyalty, customers still feel that Indihome's performance has not been maximized because there are still many complaints from customers regarding service quality. This can be seen from the survey data, where 90.4% of customers experienced problems with the network. Meanwhile 78.8% experienced problems during Distance Learning (PJJ). The issues that the study aim to examine is the role of Indihome PR response in responding to consumer complaints and how its consumers respond to the complaint services provided by Indihome PR.

1.2 Research Objective

1. Describe the role of Indihome's PR responses in responding to consumer complaints.
2. Describe consumer responses to the complaint services provided by Indihome PR.

1.3 Research Significance

Academic Significance
From the academic point of view, this research is expected to make a positive contribution to the study of the role of PR, especially in responding to public complaints about Indihome internet services. This research is expected to be beneficial literature for further research and can educate the public to use internet services as well as possible.

Practical Significance
Practically, this research is expected to be beneficial and useful for Indihome PR company to find out strategies in improving the image and poor performance of Indihome to reduce frequencies of complaints from customers. It can also form a good image to the Indonesian people, especially those who are disappointed with the performance of the Indihome company.
Research Limitations

The study limits the research context to only the use of Indihome internet connections during the Distance Learning (PJJ) epoch and Indihome's PR strategies in handling complaints from customers, especially customers who had their internet services disrupted. Whilst the role of Indihome's PR is to improve a bad image in front of the public. In addition, seeing the response from the public when Indihome's PR responded to consumer complaints, especially during the COVID-19 showed that the urgency of the customers in acquiring a good internet service. The study only focused on the context of Indihome's PR strategies in dealing with issues and crises related to reporting of complaints from Indihome customers.

2. LITERATURE REVIEW

1.1   *Communication Strategy*

Communication strategy is a combination of communication plan and communication management to achieve prescribed goals. It is empirical that the communication strategy must be able to demonstrate the tactical nature of its operations and the way it is implemented, because methods can change at any time depending on the situation and conditions (Muhammad, 2020). The communication strategy is that the goals to be achieved are closely related to the consequences (problems) that must be considered, then it is planned how to achieve these consequences in accordance with the expected results (Ambar, 2017).

2.2 Image and Reputation

Image can be regarded as the public's perception of the experience, beliefs, feelings, and knowledge of the community itself towards the company, so that aspects of the facilities owned by the company, and the services provided by employees to consumers can influence consumer perceptions of the image. The image of the company cannot be engineered, meaning that the image does not come by itself but is shaped by the community, from the communication and openness of the company in an effort to build the expected positive image (Jefkins, 2018). Reputation is a manifestation of a person's experience of the product or service they receive. Reputation is the guarantee that what consumers get meets their expectations. Therefore, it can be concluded that the reputation of a company is the perception that the consumer has of the ability of the company to provide the best service, or an evaluation of the past conditions and prospects of the company or the quality of the product (Fombrun, 2018).

2.3 Provider Development During the Covid-19 Pandemic

Indihome is a service provider that are supposed to provide a stable internet connection to its customers, especially in the midst of a disruptive digital industry despite intense competition and the challenges posed by COVID-19 pandemic that has hit almost all countries in the world, including Indonesia. In the early 2020, the world faced a pandemic which affected macroeconomic conditions and impacted business in general. The current pandemic conditions changed people's lifestyles that are marked with the increased adoption of digital to meet the community needs in Work From Home (WFH) or Distance Learning (PJJ). Under these conditions, digital innovation plays an important role in society. There is room for digital acceleration so that Telkom's role as an operator and enabler becomes increasingly important for provider development during the Covid-19 Pandemic (Indihome.co.id, 2020). Moreover, COVID-19 pandemic which lasted for more one year altered the way people lives and communicate. The primary tasks in carrying out all activities physically has now turned into virtual online based activities to curb the spread of the virus thus higher demand for the internet access at home and data via mobile phones. Internet speed per household which used to be between 10 Mbps to 20 Mbps, now has to be met at least with an access speed of at least 20 Mbps.
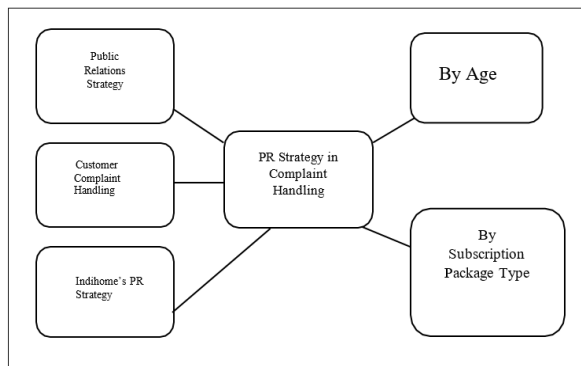
1.4   *Analysis Model*

Figure 1 Research Analysis Model

2.5 Public Relations Strategy

An effective communication strategy is focusing on all efforts towards planning and managing it efficiently. A strategy cannot be used as a road map that only shows a direction map, but it must be able to show what the combat strategy looks like (Effendi, 2015). (Ruslan,2012) is his book entitled "Management of Public Relations and Communication Media", deliberated on the taking of the notion of PR from The British Institute of Public Relations, where it reads, "Public relations activity is managing communication between an organization and its publics." "Practice of public relations is thinking, planning and devoting resources to building and maintaining mutual understanding between an organization and its publics."

Based on this quote, PR is one component that is able to read obstacles both from outside and from within the company so that public relations goals are achieved as expected. PR makes a very large contribution to the company by developing harmonious relationships with its stakeholders so that the company can develop its capabilities to achieve its mission. In his role as a good corporate housekeeper, as a PR officer, he must have several strategies in order to reach his targets both internally and externally (Ruslan, 2012).

As is well known, PR aims to uphold and develop a favorable image for the organization or company, or its products and services to its stakeholders, the related targets are the internal public and the external public. To achieve this goal, the strategy of public relations activities should be directed in efforts to work on the perceptions of its stakeholders, namely at the root of their actions and perceptions. Consequently, if the cultivation strategy is successful, favorable attitudes, actions, and perceptions will be obtained from stakeholders as the target audience. Which in turn will create a favorable opinion and image. (Ruslan, 2012)

2.6 Customer Complaint Handling

When a customer makes a complaint, it shows that they care about the company's business. Regardless of how it is delivered, customer complaints can be an opportunity for companies to improve the quality of their business. Data from Help Scout shows that nine out of ten times, customers will continue to make purchases from a company's business even though the company recently made a mistake. However, this only happens if the company moves to overcome the existing mistakes (Utami, 2019). Handling complaints well and allowing the customers to know that the company values their opinions are very crucial regardless

when the company make a mistake. A good handling of complaint also revolve around the assumption that the company will correct the error at agreed time. However, if it turns out that the customer's complaint is not the company's fault and there is a misunderstanding, the customer must be made known as it shows that the company understands how the problem upsets them (Utami, 2019). As a result, it will also highlights that the companies not only agree with what its customers say, but more importantly respect their feelings.

(Utami, 2019) offered two important aspects in handling customer complaints. First by observing the company's code of ethics to build perceptions of complaints. This will allow the employees to feel that it lives up to the highest standard of service. Secondly, consumer perception towards the company and this exemplifies by mapping of the customers' complaints to have a good understanding of the real problem. There are types of solutions provided and implemented by companies. It is important for the company to record every claim that comes in and how it is handled. If customers continue to complain, take it as a strong warning that the company must take serious action. After the company understands the essence of the complaint faced by the customer and apologizes, now the company can provide the right solution to overcome it.

2.7 Indihome Public Relations (PR) Strategy

Based on the report from the (Republika.co.id, 2020), Indihome should increase its internet signal, of course, so that Indihome's internet signal, especially in areas where there are many school students and students, can carry out Distance Learning to the maximum. Provide attractive offers for new users and old users such as increasing the speed of free wifi or with other promos (Republika.co.id, 2020).

In this case, Indihome PR plays a role in making several strategies. Starting from improving connection services so that the network is faster and does not interfere with customer convenience when using internet services, increasing special promos at relatively low prices, expanding the Indihome network. In overcoming this, Indihome can make the complaint application feature service responsive. Indihome can also provide information on its services through social media, namely Twitter. In addition, Indihome is ready to accommodate many complaints from customers if Indihome users make tweets about internet service complaints (Lengkong, 2017).

2.8 By Age

Targeting is the process of evaluating and selecting one or several market segments that are considered as most attractive to serve with company-specific marketing programs (Tjiptono, 2017). Selecting a target market is very important in developing an effective marketing strategy. Trying to sell a product to a group of customers who don't want or need the product is an action that will only fail. So, in this study, we chose the target audience aged 17-25 years, especially student.

2.9 By Subscription Package Type

IndiHome Internet Fibre is a Triple Play service from Telkom which consists of Fibre Internet or High-Speed Internet (Fast Internet), Interactive TV (UseeTV), and Phone (Home Phone). IndiHome's triple-play service uses a Fiber To The Home (FTTH) infrastructure called Indihome Fibre. For most parts of Indonesia, IndiHome will be served using 100% Fibre, meaning that Fibre Optic cables will be delivered to the customer's/consumer's house.

3. METHODOLOGY

1.1 *Research Approach*

Quantitative Approach
The study uses a quantitative approach and as stated by (Sugiyono 2019), quantitative research methods are defined as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. with the aim of proposing pre-determined hypotension. The quantitative approach aided in understanding the problem, and deploying the questionnaire to representatives from each university student from each study program and department (users of the Indihome internet service) for their opinion on this issue. Due to the pandemic, Google form was utilised in the data collection processes to prevent transmission of the Covid-19 virus.

Descriptive Approach
The research method is a scientific procedure or method to obtain data with a specific purpose. Descriptive research is research that uses observations, interviews or questionnaires about the current situation, regarding the subject we are researching. Through questionnaires and so on we collect data to test for hypotension or answer a question.

Through this descriptive research, the researcher will explain what actually happened about the current situation being studied. This type of research is used by researchers to see customer satisfaction with the responses given by IndiHome Public Relations related to network problems and service stability.

3.2 Population and Sample

Population
The population in the study is generally a large collection of individuals or objects that is the main focus of a scientific query. As according to (Sugiyono, 2019), the population is a generalised area that consists of objects/subjects that have certain qualities and characteristics that are set by the researcher to be studied and then drawn to conclusions. The above opinion is one of the references for the author to determine the population. The population selected in the study was Generation Z based on generation theory (Generation Theory) (Graeme Codrington, 2013). Generation Z, this is the generation born in 1995-2010 also called iGeneration, GenerasiNet, Internet Generation (Chou, 2012) stated that Generation Z or later known as the digital generation is a young generation that grows and develops with a great dependence on digital technology where this research will be devoted to students aged 17-25 years at Indonesian campuses (Sugiyono, 2019).

Sample of Generation Z Customers with Age Restriction 17- 25 Indihome Service Users
The sample is the object studied as a small part of the population that has the same characteristics as the population (Asnawi, 2011). In this study the researchers did not get clear data about the population, so to determine the sample size the researchers were guided by the opinions expressed by (Arikunto, 2010) if the subject is less than 100 people should be taken all if the subject is large or more than 100 people can be taken 10-15% or 20-25% or more.

Locations of Data Collection
The location of this research covered several regions in Indonesia and refers to Indihome internet service users. The research location was not written down specifically because of the Covid-19 pandemic, the research was carried out through an online survey.

3.3 Data Collection Techniques

The questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to be answered (Sugiyono, 2019). The questionnaire that was employed

is a closed-ended questionnaire model in which the respondents required to choose from the provided answers. The questionnaire or questionnaire used is a question in the form of multiple-choice or other forms called closed-ended questions. The question can be used to measure opinions, attitudes, and knowledge (Anwar, 2009). These questionnaires were used in order to get a picture according to what was happening through the answers from the respondents.

To collect the data, google form platform were created and distributed to Indihome service users. The questions we give refer to the previous questions and do not confuse respondents because one question is still correlated, so that respondents can fill it out correctly without any doubts and make it easier for researchers to get the desired results.

Data Processing Technique
Data processing is a process of obtaining summary data or summary figures by using certain methods or formulas. Data processing aims to convert raw data from measurement results into more refined data to provide direction for further study. As stated by (Sugiyono, 2019) data processing techniques and data analysis is a unity that cannot be separated. This activity consists of several series of processes that will result in a systematic interpretation of the data, which is easy to read and understand. In this research, the data processing technique used is by using processed Excel data, so that the form of translation and analysis is easy to understand how to operate.

4. RESULTS AND DISCUSSIONS

1.1   *Respondent Demographic Profile*
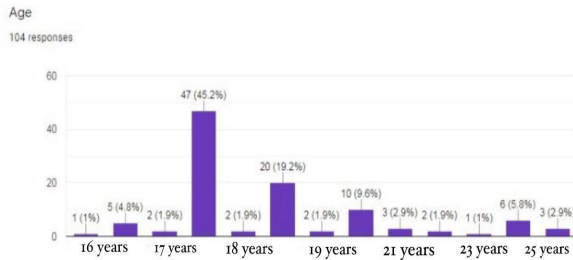
Figure 2 Respondents Age Diagram

Based on the Figure, some respondents have varying ages. With the age of 16 years-20 years as many as 89 respondents or 84.6%. While the age of 21 years-25 years as many as 15 respondents or 15.4%.
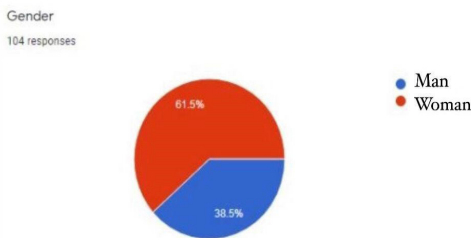

Figure 3 Respondents Gender Diagram

Based on Figure here are meanwhile, male respondents were 40 respondents or 38.5%. In conclusion, Indihome customers who filled out our group's questionnaire were mostly women.
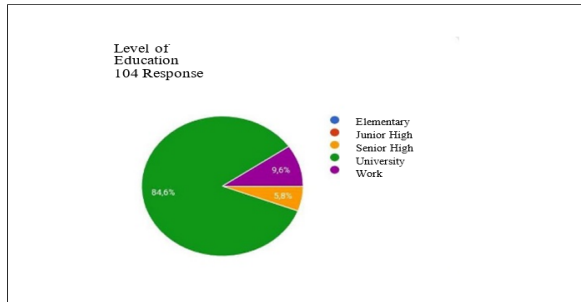
Figure 4 Respondents Education Level Diagram

Based on Figure some respondents have a high school education level of 6 respondents or 5.8%. Respondents who have a tertiary education level are 88 respondents or 84.6%. While the respondents who have worked as many as 10 respondents or 9.6%.
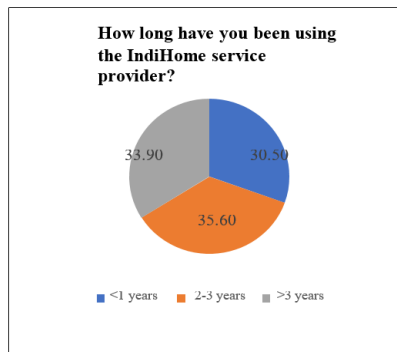
Figure 5 Diagram of how long customers use Indihome

Based on the diagram above, it shows that 35.60% or as many as 51 people out of 104 respondents who have used Indihome services for 2-3 years, then 33.90% or as many as 26 respondents have used this Indihome service for more than 3 years, while as many as 30.50 % or 27 respondents have only used Indihome services in less than a year.

How much bandwidth did you choose for
the IndiHome service package?

11.90%

25.40%

13.60%

28.80%

20.30%

■ 20 Mbps ■ 50 Mbps ■ 100 Mbps
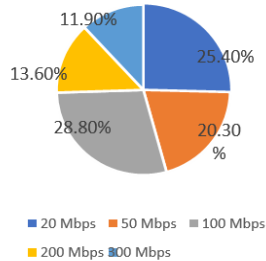
■ 200 Mbps ■ 00 Mbps

Figure 6 Diagram of Respondents Indihome Service Bandwidth
Selection

Based on the diagram it can be seen that as many as 28.80% or as
many as 32 respondents use a bandwidth of 100Mbps, then 25.40% or
as many as 21 respondents choose 20Mbps, as many as 20.30% or 20
respondents choose 50Mbps, as many as 13.60% or 18 respondents
chose to use a bandwidth of 200Mbps, and as many as 11.90% or 13
respondents used a bandwidth of 300Mbps.

In your opinion, what is the speed level
of IndiHome services during your
subscription?

32.20%

66.10%

1.70%

■ Good ■ Very good ■ Not good

Figure 7 Diagram of Indihome Service Speed Level

Based on the analysis of graphic images, the analysis data illustrates
that the speed level of Indihome services at the time of subscribing
to 40 respondents with a percentage scale of 32.2% felt less or felt
normal at this provider's speed service because according to some
respondents they said Indihome sometimes likes to experience
disturbances, 55 respondents with a percentage scale of 66.1% felt

that the service speed of this provider was good because according to some of them. Although Indihome often experienced disturbances, the provider could still handle it well, and 9 of them by 1.7% felt that the speed of Indihome services when subscribing is very good, this is influenced by the selection of Mbps on their internet which is quite high, therefore, according to them, it also affects the speed level given.
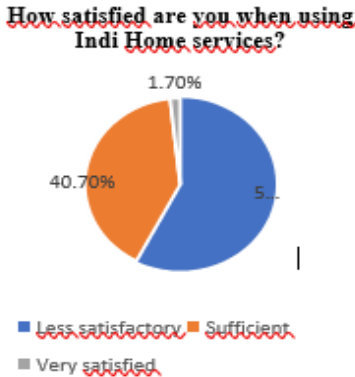
Figure 8 Diagram of Satisfaction diagram when using Indihome

Based on the analysis of graphic images, the analysis data illustrates that the speed level of Indihome services at the time of subscribing 19 respondents with a percentage scale of 57.6% said they were unsatisfactory with the services provided, some of them said that the discomfort when using the service occurred due to the slow internet network at the time. -a certain time so that it makes consumers feel uncomfortable, but 11 respondents with a percentage scale of 1.7% said that the Indihome service provider for him was very satisfying because the selection of the right internet package could affect the services provided, and out of 74 respondents with a percentage scale of 40, 7% of respondents said that this service provider is quite satisfactory for its consumers because the internet service system and services provided are quite good.

Are there any problems and complaints that you face when using IndiHome services?
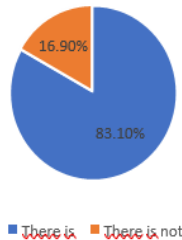
Figure 9 Diagram of Problems When Using Indihome

Based on the analysis of graphic images, the analysis data illustrates when using the Indihome service 82 respondents with a percentage of 83.1% said that "there are" problems and complaints encountered when using it due to several things, and there were 22 respondents with a percentage scale of 16.9% said There were "no" problems and complaints they faced when using this service, according to them, there were only a few obstacles and disturbances, however, it was only for a short time and could be resolved, therefore there was no problem for them to file complaints. However, it just feels uncomfortable and a bit annoyed because of the disturbance.
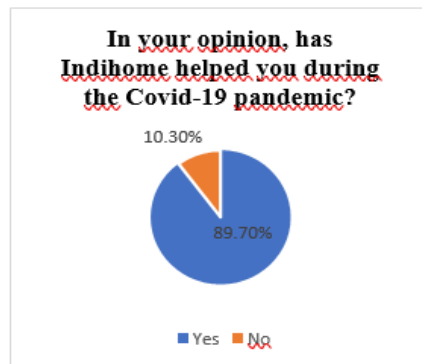
Figure 10 Diagram of whether Indihome helps during the pandemic

During the COVID-19 pandemic, the level of use of Indihome provider services increased because many people were doing Work from Home (WFH) or activities such as work or school from home. Thus, they

needed an internet provider who could connect the internet stably and well when they are the WFH. In the results of research analysis data from Google Form, 97 respondents with a percentage scale of 89.7% respondents said that this service provider helped during the COVID- 19 pandemic. However, six respondents with a percentage scale of 10.3% said that this service provider did not help them during the pandemic.
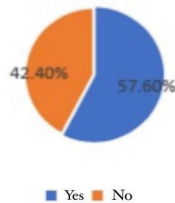

Figure 11 Diagram of Whether Customers will Continue to Use Indihome

Based on the diagram above, shows that there are 44.60% of respondents who choose will still use Indihome internet services. There are also 42.60% of respondents who still do not know whether they want to continue using Indihome services or not, and while there are as many as 12.90% of the respondents are sure to replace the Indihome service.

Figure 12 Diagram of Whether Customers will Recommend Indihome People Around Them

Based on the analysis of the graphic image, the analysis data illustrates that 57.6% of the 78 respondents would recommend this Indihome provider service to people around them to use this service as their internet provider, while 42.4%, namely 26 people responded that they did not want to recommend this service to the surrounding people for certain reasons, including the Indihome service provider is still not optimal in internet services and responses to complaints submitted by its consumers, but for other things it is still quite satisfactory, it's just that some obstacles still bother and uncomfortable for the respondent when using it.
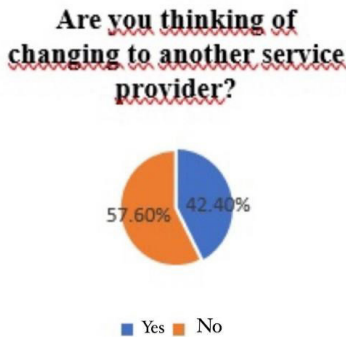
Figure 13 Diagram of whether the customer wants to change to another provider

Based on the analysis of graphic images, the analysis data describes 76 respondents with a percentage scale of 57.6% saying that they do not want or do not think to replace other service providers. They only want to use the Indihome service provider as their internet provider. On the other hand, for 42.4%, 28 respondents don't want to use the Indihome service provider anymore, which means they are thinking of changing to another provider.

4.2 How Indihome Responds to Complaint

Indihome made several things that made its brand image less good, namely because of Distance Learning (PJJ) and Work from Home (WFH) presence which caused internet services to sometimes experience problems. This can be proven on the Indihome social media page. Frequently, there are also negative comments from netizens to express internet disturbances from the Indihome service. There are

many complaints from customers because of the instability of internet services provided by Indihome. If this is left unchecked, it can make Indihome's brand image bad. In its operation, Indihome has had some problems with the declining number of subscribers (Republika.co.id, 2020).

In this case, Indihome PR has a role to make several strategies, by improving connection services so that the network is faster and does not interfere with customer convenience when using internet services, increasing special promos at relatively low prices, and expanding the Indihome network. To remote areas that are less affordable, being consistent in serving customers for customer satisfaction, and responding to complaints from customers quickly (Republika.co.id, 2020). This problem can be solved by making a complaint application feature service that is responded to quickly and responsively to make it easier for users to report the problem they are experiencing. Indihome can also provide service information via social media, namely, Twitter. In addition, Indihome is ready to accommodate many complaints from customers if Indihome users make tweets about internet service complaints. Therefore, Indihome can prove it by responding well and quickly (Republika.co.id, 2020).

5. CONCLUSION & RECOMMENDATION

Conclusion
In accordance with the objectives and formulation of research problems regarding the role of Indihome's PR responses to consumer complaints on generation Z customer satisfaction, the study concludes that PT Telkom Indonesia has not handled customer complaints properly and has not made customers satisfied because the same problems and complaints often occur. Bad experiences when using a product or service often end up as judgments that will ultimately affect the company's image and reputation. So as a presentation to deal with existing problems, Indihome's PR has made several strategies to restore its image and reputation through improving its role in responding to consumer complaints, especially in the midst of this pandemic. One of them is providing a variety of new service innovations and improving better response services. This is done by Indihome public relations with the aim that the Indihome company still has a good reputation in the eyes of the community.

Recommendation
Based on the conclusions that have been obtained, the researcher wants to deliver something that is poured into the form of suggestions so that it can be used by PT Telkom Indonesia in handling customer complaints. Indihome should evaluate in improving the network and internet signal for users so that users do not complain because of the same problem. Thus, Indihome can improve its quality so that it can compete with other providers. In increasing customer loyalty in the interest of upgrading internet data packages, Indihome needs to improve by providing channel variations and increasing promotions so that customers are interested in upgrading used data packages to new data packages. In accommodating opinions and suggestions from customers and audiences, Indihome Public Relations should choose the right strategy so that customers are satisfied and there are no more complaints.

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