

Account Manager's Marketing Strategy for Purchase Decisions at PT. Holiday Rentals in Yogyakarta (Yogyakarta)

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ABSTRACT

This study aims to analyze the marketing strategies implemented by Account Managers and their influence on customer purchase decisions at PT Telkom Witel Yogyakarta. Using a descriptive qualitative method with in-depth interviews, observations, and documentation, this study examines the role of Account Managers in the context of B2B marketing. The results show that marketing strategies include market preference analysis, product planning, pricing, distribution, and integrated promotion, while the Account Manager's consultative approach successfully increases trust, strengthens purchasing decisions, and drives customer loyalty. The research concludes that the effectiveness of marketing strategies is determined by understanding customer needs, cross-division coordination, and the Account Manager's interpersonal abilities. The next research is suggested to include digital marketing variables, e-WOM, and technology-based CRM for a more comprehensive analysis in the digital era.

INTRODUCTION

Marketing is one of the fundamental activities that needs to be carried out by every company, both engaged in goods and services, because it functions as a strategic means to build and maintain relationships with consumers, which ultimately supports operational continuity and the achievement of company goals (Rambe & Aslami, 2022). Sara et al., (2017) explain that the main purpose and function of marketing is to identify the products and services that consumers need, as well as understand their desires and characteristics, so that consumers are willing to make purchases. With the fulfillment of consumer expectations, it is expected that they will feel satisfied and make a repurchase, so that the company can achieve its goal of making a profit.

Furthermore, according to Hakim & Saragih (2019), marketing is a vital part of the company's sustainability. In the midst of increasingly competitive competition, companies must be able to survive and continue to grow. Therefore, a marketer needs to understand the core problems in his field and design the right strategy to realize the company's goals. Then, marketing is a social and management activity that allows individuals and groups to get their needs and desires through the creation and exchange of products and values with other parties (Prabhu et al., 2017). Nevertheless, the mistaken view that considers marketing to be the same as sales has come under the spotlight in the literature, which asserts that sales are only one component of the overall marketing activity (Shaputri & Abdurrahman, 2019).

Marketing strategy is a systematic planning that aims to increase product visibility and arouse consumer interest through the application of relevant business methods and approaches (Syah, 2023). In conditions of increasingly competitive business competition, marketing strategies that are prepared in a targeted manner ranging from market analysis to the selection of the right promotional methods play an important role in introducing products, attracting consumer interest, building brand image, and increasing sales and competitiveness of the company. Furthermore, according to Subroto et al., (2024) a marketing strategy is a series of actions designed to market a product or service to encourage increased sales. Marketing is not only limited to promotional activities, but is a strategically designed process including market needs analysis, target consumer determination, and selection of the right communication media which in the context of dynamic business competition is an important factor for companies to expand market reach, increase customer loyalty, and build a competitive advantage on a sustainable basis.

Marketing strategies play an important role in influencing consumer purchasing decisions through the effectiveness of product quality, price, and distribution (Effendi et al., 2022). An effective marketing strategy, through product quality management, pricing, and proper distribution, plays an important role in influencing consumer purchasing decisions by ensuring that product information is optimally conveyed to the target market. Account managers support marketing strategies through a personal approach, long-term relationships, customized solutions, and data- and technology-based consulting (Dwisari, 2020). Account managers play a strategic role in supporting marketing

effectiveness through a personal approach, strengthening long-term relationships, developing solutions that meet client needs, and utilizing data and technology to make decisions that are adaptive to market dynamics.

The rapid development of digital technology at this time has changed the way companies carry out marketing strategies (Daenuri & Munawaroh, 2025). From originally using conventional methods to relying on digital platforms such as social media and data analysis. However, in B2B marketing, human presence, especially the role of the Account Manager, remains essential to build relationships with clients directly and strategically.

In the context of B2B, Account Managers play an important role in building long-term relationships and ensuring client satisfaction through the right solutions (Baumann et al., 2017). In the B2B sector, Account Managers play an important role in building long-term relationships with clients through understanding needs, providing the right solutions, and maintaining customer satisfaction as a strategy to strengthen loyalty and sustainability of business cooperation. In the digital age, a personalized approach and customized solutions remain essential to build customer trust and loyalty (Smith, 2024). While digitalization simplifies the marketing process, a personalized approach and customization of solutions are still necessary to build trust, increase satisfaction, and maintain customer loyalty in the long run.

Purchase decision is a process in which consumers choose the product or service that best suits their needs which includes several stages, starting from awareness of needs, gathering information, evaluating alternatives, purchasing, to assessment after the purchase is made (Zubaidah & Latief, 2022). According to Rambe & Aslami (2022), purchasing decisions occur when consumers choose the most popular products or services. A person's decision to buy a product is influenced by many things, both from within such as needs and experience, and from the outside such as the surrounding environment and promotions carried out by the company. Therefore, understanding consumer behavior in making decisions is very important for business people to be able to develop targeted marketing strategies, which ultimately help consumers choose products and increase the likelihood of purchases (Jamil et al., 2022).

PT Telkom Indonesia, as the largest telecommunications company in Indonesia, has a number of regional units, including PT Telkom Witel Yogyakarta which plays a role in providing communication and digital services for the people in the Yogyakarta region and its surroundings. In research conducted by Listiyani & Hidayat (2023), it was explained that the company implements a Business-to-Business (B2B) strategy through a relationship marketing approach, especially for the segment of government agencies, by relying on the role of Account Managers in building customer loyalty.

Account Managers at PT Telkom Witel Yogyakarta have a strategic role in delivering comprehensive service information, providing education about product values and benefits, assisting customers in the decision-making process, and conducting periodic evaluations of customer satisfaction levels and needs. This role is in line with the results of research by Etim et al. (2021) in the telecommunications industry which confirms that the implementation of

relationship marketing through effective communication, trust building, and service quality improvement contributes significantly to customer retention and increased loyalty.

The strategies implemented not only reflect the effectiveness in the communication aspect, but also demonstrate a comprehensive understanding of the dynamics of the local market as well as the ever-evolving technological advancements. For example, a study conducted by Ujiati et al. (2024) in the context of Telkom service digitalization highlights the importance of applying the concepts of Value Co-Creation and Service-Dominant Logic as a strategic approach to build customer loyalty through the use of digital content and continuous service innovation.

LITERATURE REVIEW

Marketing is the process of a company's interaction with customers to create and exchange value (Armstrong et al., 2023). The goal is to understand the needs and desires of consumers in order to create satisfaction and repurchase (Ariyanto et al., 2023). Marketing strategy is a systematic step to achieve company goals through innovative and creative thinking in responding to market dynamics (Untari & Fajriana, 2018; Darsana, 2023). This strategy includes product development, pricing, communication, and proper distribution (Olexova & Gogolova, 2021).

According to Halim (2021), marketing strategies help understand consumer needs, encourage product innovation, clarify the division of tasks between divisions, and function as a tool to supervise marketing activities. Mahardika (2020) added that marketing strategies include market segmentation, market positioning, market entry strategies, and AIDA theory which explains the stages of attracting attention to the purchase action.

The 7P marketing mix consists of products, prices, venues, promotions, people, processes, and physical evidence (Adebayo, 2021). These elements play an important role in creating a positive customer experience and shaping the perception of service quality.

Digital marketing focuses on brand promotion through digital platforms to expand market reach and increase customer loyalty (Ardani, 2022; Alimuddin et al., 2023). This strategy is flexible, adaptive to trends, and allows for accurate measurement of results (Hanlon, 2021; Purnomo, 2023).

Business to Business (B2B) is a transaction between companies to meet business needs, not the end consumer (Umar, 2016). The goal is to increase sales, foster long-term relationships, and strengthen brand image (Adilla, 2023). Two important concepts in B2B marketing are relationship marketing which emphasizes trust and communication, and value proposition design which focuses on creating value according to customer needs (Istiqomawati, 2017; Azhar & Evanthy, 2023).

Account managers act as a liaison between the company and customers with the responsibility of understanding needs, providing solutions, and building long-term relationships (Ramadhana & Ariescy, 2025). Effective interaction between customers and Account Managers is key to building trust (Alejandro et al., 2011).

Customer Relationship Management (CRM) helps companies understand and improve customer service through the use of information technology (Warsela et al., 2021). CRM includes operational, analytical, and collaborative aspects (Putri, 2025).

Purchasing decisions are the process of determining consumers for a product which is influenced by price, promotion, and product quality (Ragatirta & Tiningrum, 2020; Azzahra & Sukatmadiredja, 2023). Customer loyalty is a long-term commitment shown through repeat purchases and emotional attachment to the brand (Sari & Lestariningsih, 2021).

Customer experience includes emotional and cognitive impressions arising from interactions with companies, which can affect customer satisfaction and recommendations (Wardhana, 2019; Gahler et al., 2023). Consumer behavior itself is an individual's action in seeking, buying, and using products that are influenced by cultural, social, personal, and psychological factors (Mauludin, 2022; Šostar & Ristanović, 2023).

METHODOLOGY

This study uses a descriptive qualitative method that aims to describe in depth the Business to Business (B2B) marketing strategy by Account Managers in improving customer purchase decisions at PT Telkom Indonesia Witel Yogyakarta. This approach is used to understand phenomena that occur in the field systematically through data collection, presentation, and analysis based on observed real conditions.

According to Sugiyono (2018), qualitative research methods are approaches used to research the condition of natural objects, where researchers play a key instrument. The data collection technique is carried out in a triangulated manner, the data analysis is inductive, and the results of the research emphasize more on meaning than generalization. This approach was chosen because it is appropriate to dig into in-depth information about marketing strategies and the role of Account Managers in the context of business relations between companies.

Research Location and Time

This research was carried out at PT Telkom Indonesia Witel Yogyakarta, which is located at Jalan Gerilya No. 2, Yogyakarta City. Witel Yogyakarta is one of the regional units of PT Telkom Indonesia that is responsible for the management of communication and digital services in the Special Region of Yogyakarta. This research was carried out during the internship period, namely in the period of December 2024 to February 2025.

Subjects and Objects of Research

The subject of the study is an Account Manager at PT Telkom Indonesia Witel Yogyakarta, who has the responsibility of establishing relationships with corporate (B2B) customers, offering digital products and services, and ensuring customer satisfaction and loyalty. While the object of the research is B2B marketing strategies applied in improving customer purchasing decisions.

Data Types and Sources

The data used consists of primary and secondary data. Primary data was obtained through direct observation of the Account Manager's work activities as well as interviews with related parties at PT Telkom Indonesia Witel Yogyakarta. Secondary data is obtained from company documents, literature, reports of internship activities, and other scientific sources relevant to the research.

Data Collection Techniques

The data collection technique is carried out in three ways, namely:

1. Observation, which is direct observation of marketing activities and Account Manager interaction with customers.
2. Interviews, conducted directly with Account Managers and related parties to obtain in-depth information about the strategies used.
3. Documentation, which is the collection of data through documents, reports, and company archives related to B2B marketing activities.

Data Analysis Techniques

The data analysis in this study was carried out using the Miles and Huberman model which includes three stages, namely:

- 1) Data Reduction, which is the process of selection, concentration, simplification, and transformation of raw data obtained from the field.
- 2) Data Presentation is carried out by systematically compiling information in descriptive form so that it is easy to understand.
- 3) Conclusion Drawn, which is the process of interpreting findings to obtain meaning and answer the formulation of research problems.

The results of this qualitative data analysis are expected to provide a comprehensive understanding of the Business to Business marketing strategy implemented by Account Managers in improving customer purchase decisions at PT Telkom Indonesia Witel Yogyakarta.

RESEARCH RESULT

Business to Business (B2B) Marketing Strategy by Account Manager at PT Telkom Indonesia Witel Yogyakarta

The results of the study show that the marketing strategy implemented by the Account Manager at PT Telkom Indonesia Witel Yogyakarta is oriented towards a relationship marketing approach, where the main focus is not only to sell products, but to build long-term relationships with corporate customers (Business to Business / B2B). This approach emphasizes continuous communication, understanding customer needs, as well as providing solutions that suit their business characteristics.

Account managers play an active role in managing relationships with customers through activities such as customer visits, project coordination, and post-sales follow-up. These visits are carried out regularly to maintain good relations, listen to complaints, and adjust service solutions according to the latest needs of customers. In each process, the Account Manager also analyzes the customer data available in the Customer Relationship Management (CRM)

system, to ensure that every strategic decision is based on data and actual needs in the field.

The B2B marketing strategy at Telkom Witel Yogyakarta applies a solution-based marketing model, where the products offered are tailored to the problems faced by customers. For example, for educational and government institutions, Account Managers offer products such as IndiHome Business, Astinet Dedicated Internet, and Managed Service Network that support the efficiency and security of digital systems.

The implementation of this strategy shows that Telkom Witel Yogyakarta not only focuses on selling a single product, but also offers an integrated digital service package that can improve customer business performance. This approach is in accordance with the concept of value co-creation (Ujiati et al., 2024), where customers are not only recipients of services, but also partners in creating shared value.

In addition, in the marketing process, Account Managers also utilize digital media such as LinkedIn, e-mail marketing, and MyTelkom Business applications to expand the reach of communication, speed up the negotiation process, and provide easy access to information for customers. This digital transformation supports communication effectiveness and helps companies adapt to changing customer behavior in the digital age.

This B2B strategy is also in line with the Relationship Marketing theory put forward by Grönroos (1994), which is to build, maintain, and improve relationships with customers so that profits are created in the long term. This approach has proven to be effective because B2B customers, such as government agencies and large corporations, place a strong emphasis on the trust and reliability of service providers.

The Role of Account Managers in Improving Purchasing Decisions

Account managers have a strategic role as a business consultant who understands customer needs and provides the best solutions to achieve their goals. Based on the results of interviews and observations, it was found that the Account Manager at Telkom Witel Yogyakarta carries out five main roles: (1) identifying customer needs, (2) providing appropriate service recommendations, (3) explaining the benefits and advantages of the product, (4) establishing intensive communication to build trust, and (5) evaluating the services that have been provided.

In the context of B2B, purchasing decisions are not impulsive, but through a long process involving several parties in the customer's organization (decision making unit). Therefore, the Account Manager must understand the organizational structure and the role of each decision-maker on the customer's side. This process includes the stages of identifying needs, offering solutions, negotiations, signing contracts, and post-implementation evaluation.

The success of an Account Manager in improving purchasing decisions is determined by interpersonal communication skills, speed of response, clarity of information, and accuracy of solutions. These factors are the main indicators that affect the level of customer trust in the company. Customers who feel cared for

and get services as needed tend to make repeat purchases and give positive recommendations to other parties.

These findings are in line with the research of Warsela et al. (2021) which affirms that the implementation of Customer Relationship Management (CRM) plays an important role in increasing customer loyalty through personalized, effective, and data-driven interactions. Account managers use a CRM system to track transaction history, record customer complaints, and identify new sales opportunities (up-selling and cross-selling).

In addition, the results of the study also show that Telkom's corporate customers are more interested in services that offer connection reliability, fast service guarantees, and responsive technical support. Therefore, the quality of service is a major factor in the purchase decision, not just the price. This reinforces the view of Zubaidah & Latief (2022) that B2B purchasing decisions are influenced by customer trust and experience in service providers.

Supporting Factors of Marketing Strategy

Some of the main factors that support the success of the marketing strategy by Account Managers at Telkom Witel Yogyakarta include:

- 1) Company Reputation - Telkom Indonesia is known as the largest telecommunications company in Indonesia, which has a positive image and a high level of trust in the eyes of customers.
- 2) Quality of Products and Services - Telkom's digital products such as Astinet and Managed Service have a high level of reliability and 24-hour technical support.
- 3) Utilization of Digital Technology - The use of CRM systems, MyTelkom Business applications, and other digital channels supports marketing effectiveness.
- 4) Account Manager Skills - Regular training from the company improves communication skills, customer needs analysis, and problem handling.
- 5) Internal Teamwork - Coordination between marketing, technical, and customer service divisions runs synergistically to speed up the process of handling customer needs.

Factors That Hinder Marketing Strategy

Although Telkom Witel Yogyakarta's B2B marketing strategy is relatively effective, several obstacles are still encountered, such as:

1. High Workload - The limited number of Account Managers means that one person has to handle many customers at once, so communication effectiveness sometimes decreases.
2. Technical Constraints in the Field - Network disruptions and installation processes that require cross-division coordination can delay service implementation.
3. Customer Resistance to Change - Some customers are still using legacy systems and are less open to new digital innovations.
4. Competition with Other Providers - Competitors who offer lower prices are often a challenge in retaining customers.

5. These obstacles require companies to make continuous improvements, both in terms of human resources and digital service infrastructure.

DISCUSSION

Based on the results of the research, it can be concluded that the Business to Business marketing strategy implemented by Telkom Account Manager Witel Yogyakarta is a combination of a personal approach (relationship marketing), digital technology innovation, and the implementation of Customer Relationship Management (CRM). This strategy is not only oriented towards sales transactions, but also builds long-term relationships based on trust and customer satisfaction.

These findings support the results of Baumann et al.'s (2017) research which states that B2B customer loyalty is influenced by the quality of relationships and interactions established between service providers and customers. In the context of Telkom, the role of Account Managers as the spearhead of marketing is proven to be very important because they function as company representatives as well as strategic partners for customers.

In addition, the results of the study also confirm that the implementation of data-based strategies through CRM is able to increase marketing effectiveness by personalizing offers and accelerating responses to customer needs. This digital strategy is also in line with the trend of digital transformation in the telecommunications industry which demands a more adaptive and technology-based approach (Daenuri & Munawaroh, 2025).

Overall, Telkom Witel Yogyakarta's B2B marketing strategy has succeeded in improving customer purchase decisions by combining a humanist approach, digital innovation, and systematic customer relationship management. This strategy can be used as a model for other companies in optimizing the role of human resources in the field of B2B marketing to increase loyalty and long-term business relationship sustainability.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research that has been conducted at PT Telkom Indonesia Witel Yogyakarta, it can be concluded that the Business to Business (B2B) marketing strategy implemented by the Account Manager plays an important role in improving customer purchase decisions. This strategy emphasizes the relationship marketing approach, the use of digital technology, and the implementation of integrated Customer Relationship Management (CRM).

Account managers have a strategic role not only as salespeople, but also as business consultants and strategic partners of customers. Through intensive communication, needs analysis, and responsive service, they are able to build trust and increase customer satisfaction. A personalized approach combined with digital technology is proven to strengthen the long-term relationship between companies and corporate customers.

The success of the B2B marketing strategy at Telkom Witel Yogyakarta is also supported by several internal factors, including reliable product quality,

company reputation, and competent human resource capabilities in the field of digital marketing. However, this study also found obstacles such as high workload on Account Managers, limited technical resources, and price competition with competitors that are quite fierce.

Overall, the marketing strategy implemented has been able to improve customer purchasing decisions through a combination of humanist and digital approaches. This proves that the effectiveness of a B2B strategy depends not only on the product, but also on the quality of the relationship built between the service provider and the customer.

Recommendation

Based on the findings of the research, there are several suggestions that can be given to improve the effectiveness of B2B marketing strategies in the future:

1. Account Manager Role Optimization

Companies need to strengthen the competence of Account Managers through intensive training on strategic communication, customer needs analysis, and negotiation skills. An increase in the number of Account Managers is also needed so that the distribution of workload becomes more proportional and relationships with customers can be maintained optimally.

2. Maximum Use of Digital Technology

PT Telkom Indonesia Witel Yogyakarta is advised to continue to develop a Customer Relationship Management (CRM) system based on data analytics so that its marketing strategy is more on target. CRM integration with digital media such as LinkedIn, MyTelkom Business, and e-mail marketing needs to be expanded to speed up the communication process and product offering.

3. Improved Service Quality and Technical Responsiveness

The speed of response to customer problems is a key factor in maintaining loyalty. Therefore, better coordination is needed between the technical and marketing divisions to ensure any complaints can be handled quickly and appropriately.

4. Strengthening Image and Relationships with Corporate Customers

Companies need to maintain a positive reputation through consistent service, collaborative approach, and service innovation based on customer needs. The value co-creation strategy can continue to be applied so that customers feel involved in the process of developing digital solutions.

ADVANCED RESEARCH

For the next study, it is recommended to expand the object of the study to other regions or customer segments to compare the effectiveness of B2B strategies in other Telkom units. Research can also be developed with a quantitative approach to empirically measure the influence of marketing strategies on purchasing decisions and customer loyalty.

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