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Analysis of Salesperson Behavior on Using Retailer App (Case Study: Indosat Ooredoo Hutchison)

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Abstract

The evolution of information technology affects many organizations in Indonesia, especially telco companies. Indosat Ooredoo Hutchison or more commonly known as PT Indosat, Tbk. or Indosat, a telco company in Indonesia has implemented a mobile application called Simpel for use by the salespeople to sell products. Currently, the app has been used by 60% of the users for less than 10 transactions in a month which resulted in only 9% of total revenue generated by the retailer app. This occurrence gave a challenge for Indosat to manage and increase the transaction count in the aforesaid app. This study aimed to analyze the factors influencing a salesperson's decision to more frequently use Simpel to sell products. Every telco company can learn from this research to enhance app features better. The analysis is based on human behavior in information systems environment. The combination of UTAUT and other variables was used in this study. The total sample was obtained from 467 respondents who registered and used the app. Analysis were conducted using the structural equation models to learn the impact that performance expectancies, effort expectancies, social influence, facilitation conditions, and quality of sales applications have towards behavioral intention to use mobile app; and to learn the impact of behavioral intention, social influence, and facilitating conditions towards improving the sales app usage behavior.

Keywords: Sales Application Quality, UTAUT, Usage Behavior, Behavioral Intention to use

1. INTRODUCTION

The evolution of information technology affects organizations globally [1]. Many organizations applied information technology, especially telco companies. The telco company studied in this research, Indosat Ooredoo Hutchison or more commonly known as PT Indosat, Tbk. or Indosat headquartered in Indonesia, uses information technology to help the traditional distribution method. Mobile applications, especially retailer app are built to help the company to distribute and sell telco products to customers. Retailer app is used to simplify the sales process, monitoring, and recording sales. Users and management team can see in real-time

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the reports of sales activities. The sales data will be used by the company to give more benefit to the users. There are 4 popular retailer apps developed by telco companies in Indonesia, such as DigiPOS, RITA, Sidompul, and lastly, Simpel, which is the retailer app for Indosat.
If we compared all the mobile phone operators' retailer apps as per February 2022, Simpel has the lowest rating in Google Play Store. Simpel was downloaded by more than 189.000 users, Figure 1 shows the number of users was installed application:

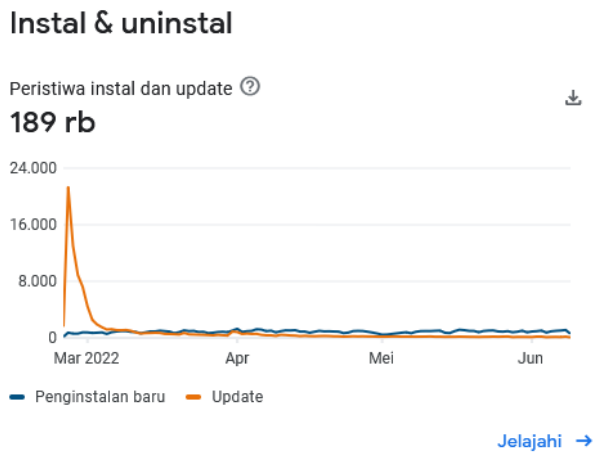

Figure 1: Total Installer and Update Source (Google Play Store Analytic)

Total active users were 159.896 (Google Play Store Analytics). Total active users who did selling activity were 152,748 users (Source Internal Company). Figure 2 shows the contribution percentage of outlets and revenue based on the slab type.

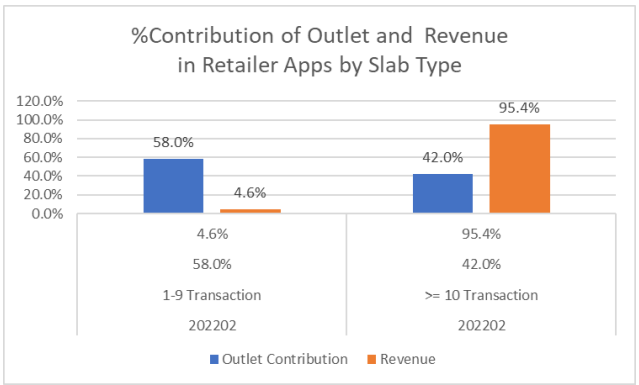

Figure 2: Contribution Percentage of Outlet and Revenue in Retail Apps by Slab Type Source (Internal Company)

Based on the chart in Figure 2, 58% of the users used the apps for less than 10 transactions in one month and contributed only 4.6% of total revenue generated by the retailer app. This indicated that the problem in retail apps lies in the usability. With, it is challenging for Indosat to increase penetration of usability in Simpel retailer application.

Based on these problems, it is needed to analyze the factors that could influence salesperson in using a retailer app, specifically Simpel. This study is important for Indosat management and helps the decision makers in knowing what issues affect a user's decision to continue using the app [1]. The application is declared a failure if the user does not use the application. User acceptance is the user's agreement to use technology as evidenced by the growing use of technology designed to support work [2]. Lack of acceptance of an application is an obstacle in implementing new applications. Therefore, user acceptance is the most important criteria in Information Systems [3]. This analysis is a very important in improving the technology of the retailer app so that the technology can be received positively by the users [4].

The analysis of Behavioral Intention to Use, Usage Behavior, and other factors are expected to discover the relationship between sales application usage and these factors. There are many studies related to the acceptance of technology that uses several models built to assess technology acceptance and finding out the factors that affect acceptance of using a technology [4]. One of the models used for this assessment is the Unified Theory of Acceptance and Use of Technology (UTAUT)[5].

Venkatesh [5] formulated the model based on TAM and 7 existing models, namely the Unified Theory of Acceptance and Use of Technology (UTAUT). They identified four direct determinants of user acceptance and usage behavior, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. They use data collected from employees within the organization to examine voluntary contexts and focus on more complex technologies. The UTAUT model is currently the most aggressive integrated framework for understanding user technology acceptance behavior.

Data were taken randomly from 159,896 users in February 2022 for one week. The Partial Least Square Structural Equation Model (PLS-SEM) is used in this study because it can handle heterogeneous data using small research sample size [6]. To address the issues mentioned throughout this chapter, these research questions must be answered:

1) What factors are affecting the users' decision in using Simpel app from Indosat?
2) What are the recommendations to improve the acceptability of Simpel among its users?

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2. RESEARCH METHODOLOGY

The entire research processes can be summarized into the flowchart depicted in Figure 3.

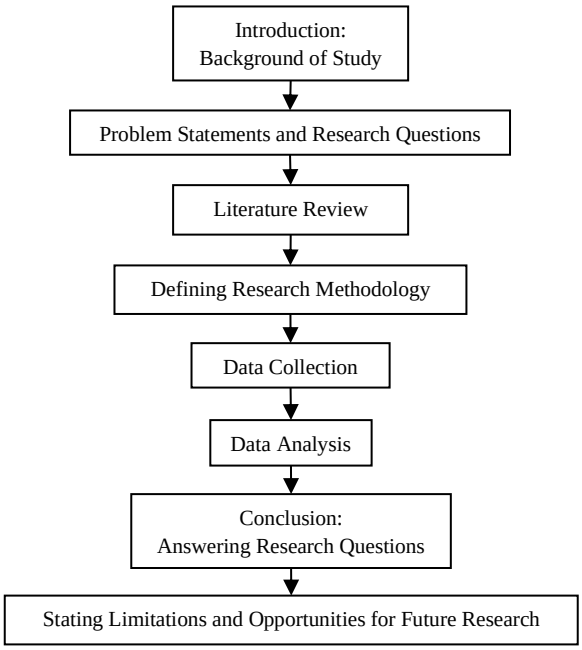

Figure 3: Research Flow

The research started with a brief introduction about the importance of an application built exclusively for use by salesforces of telco companies in Indonesia. The introduction continues by narrowing it down to the specific problem that Indosat as a telco company in Indonesia faces, in terms of usability of Simpel, an app for salespeople in Indosat. The chapter concluded with formulation of research questions that this research seeks to solve.

The research continues with review of past literatures to support describing research methodology, especially in definition of the research variables. Research methodology contained the specifications determined by the researchers related with the scope of the research, i.e., the criteria for the population and sample, the sampling method, research variables, data collection tools, analysis tools and hypotheses. Obtained data are later analyzed with the selected tools. From the results, the validity and reliability of the variables and other factors like outer loadings or cross-loadings examination among many others can be measured; all of which are the prerequisite for calculating the hypotheses formulated before.

From the findings, the research questions can be answered. After answering these questions, the limitations of the research, if there are any, and opportunities for further research to compensate what the current research lacks, can be explained. Thus, concluding the research.

2.1 Research Variables

The research variables used in this research can be seen in Figure 8:

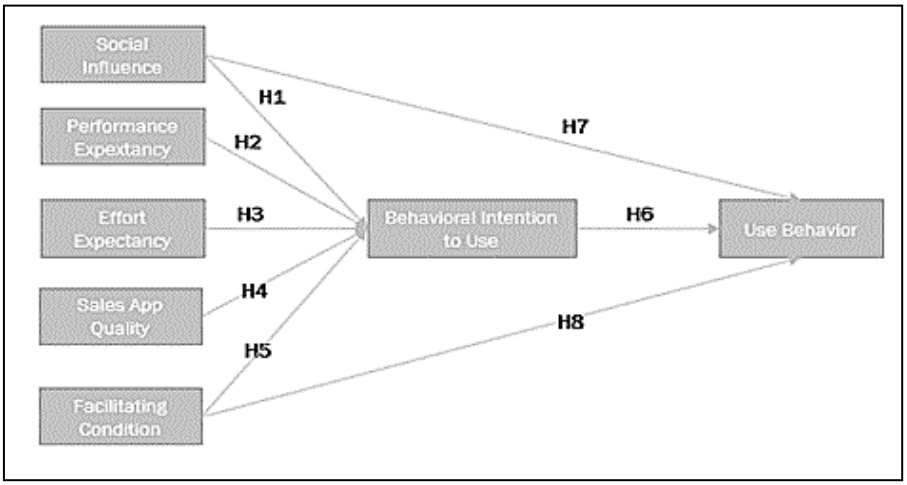

Figure 8: Simple Apps Acceptance Model

The selection of the UTAUT model is based on the results of reviewing the literature of previous studies. which recommended the use of UTAUT in evaluating application acceptance? The variables used are not entirely based on the literature study. The variables that had been selected have a significant influence on behavioral intention to use. Table 1 listed the variables and referenced from previous study.

Variable	Reference
Performance Expectancy	[7]–[12]
Effort Expectancy	[7]–[13]
Social Influence	[3], [10]–[12], [14]–[16]
Facilitating Condition	[3], [8], [10], [11], [14], [15].
Sales Application Quality	**New Variable**
Behavioral Intention to Use	[12]
Usage Behavior	[17]

Author added one variable, namely Sales App Quality. Sales App Quality is a variable that determines the quality of the application that encourages users to use the Simpel application. Based on the research results, the variables that are going to be used for this research are Performance Expectancy (PE), Effort Expectancy (EE), Facilitating Condition (FE), Social Influence (SE), Sales Apps Quality (SAQ), Behavioral Intention to Use (BI), and Usage Behavior (UB).

The following is a description of the hypotheses related with the variables illustrated in Figure 8:

H1: Social Influence has a positive effect on the Behavioral Intention to Use Simpel application

H2: Performance Expectancy has a positive effect on the Behavioral Intention to Use Simpel application

H3: Effort Expectancy has a positive effect on the Behavioral Intention to Use Simpel application

H4: Sales Application Quality has a positive effect on Behavioral Intention to Use Simpel application

H5: Facilitating Condition has a positive effect on Behavioral Intention to Use Simpel application

H6: Behavioral Intention to Use has a positive effect on the Usage Behavior of Simpel application

H7: Social Influence has a positive effect on the Usage Behavior of Simpel application

H8: Facilitating Condition has a positive effect on the Usage Behavior of Simpel application

2.2 Data Management

Based on the hypotheses, Table 2 listed the variables and indicators that are used as the basis for preparing the questions in the questionnaire. Furthermore, each variable is measured using a Likert scale, where the scale used in this study is 1–5. An explanation of the scales are as follows:

- Scale 1 for strongly disagree
- Scale 2 for disagree
- Scale 3 for the neutral
- Scale 4 for the agree
- Scale 5 for strongly agree

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Table 2: Operational Variables

Variable and Notation	Indicator
Performance Expectancy – PE (X1)	Improve Performance in sales
	Have complete and useful sales information
	Speed up the process of selling telco product
	Increase knowledge related to products and services
Effort Expectancy – EE (X2)	Easy to learn
	Easy to use
	The menu displayed according to sales priority
Facilitating Condition – FC (X3)	Headset support (Android and IOS)
	Internet network support
	Organizational support system
Social Influence – SE (X4)	Positive support from coworkers
	Company policy to use Simpel Apps
Sales Application Quality – SAQ (X5)	Accuracy of Sales Report and Information
	Good Reliability
	Faster troubleshooting
	Fitur working well
Behavioral Intention to Use – BI (Y1)	The desire to use the application
	The application is used every time you want to use
	Continue to use the application to help to sell activity
Usage Behavior – UB (Y2)	The intensity of use application
	Use of application features
	Use of sales information in an application for sales strategy

2.3 Sample and Data Collection Method

The population of this study was 159,896 users as of February 2022. The targeted minimum sample is 384 users. This study selected the survey sample using the simple random sampling method, where the likelihood of every part of the population to be selected as the samples are on equal level. The type of data used in this study is categorized as primary data because the researcher obtained and collected data from the participants through a questionnaire with a series of questions—the purpose of which is to obtain facts and information from respondents [18].

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2.4 Data Analysis

This section will explain the methods used in this study.

2.4.1 Measurement Model

The Structural Equation Model (SEM) is the model used in this study. The following are the tests of the measurement model:

A. Validity Test

To determine the value of whether an instrument has a good validity value or not, if the latent variable has a loading factor value > 0.7 and Average Variant Extracted Validity (AVE) > 0.5, then the validity value is considered acceptable.

B. Reliability Test

The reliability test aims to see the consistency, and accuracy of the instrument used to measure the construct. The construct can be declared reliable if the Cronbach Alpha is > 0.7.

2.4.2 Structural Model

The next stage is to analyze the Structural Model. The regression technique is used to see relationships between the independent variable (X) and dependent variable (Y). The regression formula in this study is as follows:

$$UB = \beta_{10} + \beta_{11}.BI + \beta_{12}.SE + \beta_{13}.S + \varepsilon \dots\dots\dots\dots (1)$$

$$BI = \beta_{20} + \beta_{21}.SE + \beta_{22}.PE + \beta_{23}.EE + \beta_{24}.FC + \beta_{25}.SAQ + \varepsilon \dots\dots\dots\dots (2)$$

Description:

UB = Usage Behavior
BI = Behavioral Intention to Use
EE = Effort Expectancy
FC = Facilitating Condition
SI = Social Influence
SAQ = Sales App Quality

2.4.3 Hypothesis Testing

The following are the hypotheses that will be used based on the regression equation above:

H1: Social Influence has a positive effect on the Behavioral Intention to Use Simpel application

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Ho : β21 = 0

H1 : β21 ≠ 0

H2: Performance Expectancy has a positive effect on the Behavioral Intention to Use Simpel application

Ho : β22 = 0

H1 : β22 ≠ 0

H3: Effort Expectancy has a positive effect on the Behavioral Intention to Use Simpel application

Ho : β23 = 0

H1 : β23 ≠ 0

H4: Sales Application Quality has a positive effect on the Behavioral Intention to Use Simpel application

Ho : β24 = 0

H1 : β24 ≠ 0

H5: Facilitating Condition has a positive effect on the Behavioral Intention to Use Simpel application

Ho : β25 = 0

H1 : β25 ≠ 0

H6: Behavioral Intention to Use has a positive effect on the Usage Behavior of Simpel application

Ho : β11 = 0

H1 : β11 ≠ 0

H7: Social Influence has a positive effect on the Usage Behavior of Simpel application

Ho : β12 = 0

H1 : β12 ≠ 0

H8: Facilitating Condition have a positive effect on the Usage Behavior of Simpel application

Ho : β13 = 0

H1 : β14 ≠ 0

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3. RESULT AND DISCUSSION

3.1 Research Object

The research object of this study is Indosat Ooredoo Hutchison or legally listed as PT Indosat, Tbk. or often referred to as Indosat by the public. Indosat is a well-known telco company in Indonesia that has operated since 1967. The company's main business is providing communication channels for cellphone users across Indonesia with prepaid or postpaid features. Indosat also provided International Direct Dialing (IDD) and Multimedia, Internet & Data Communication (MIDI) Services for their customers. To deliver these products to the customers, every salesperson in Indosat is given access to use Simpel, an application to support sales activities. Figure 4 shows the landing page of Simpel Application.

Figure 4: Simpel Application Landing Page Interface

Questionnaires were distributed to all users that has registered and have used or using the sales application. The total of 467 users have completed the questionnaire, which has met the minimum sample requirement of 384 users.

4.2 Profile of Respondents

There were 242 (52%) male respondents and 225 (48%) female respondents. The respondents age group varies, with only 3 were over 40 years old, 123 respondents were between 30 and 40 years, 175 were between 26 and 30 years, and 166 respondents were between 18 and 25 years old. Most of the respondents have been

working for less than one year. The number and percentage of the gender, age, and years of service of the respondents are given in Table 3.

Table 3: Profile of Respondent

Gender		
Male	242	64%
Female	136	36%
Age		
>40 Years	3	1%
31-40 Years	123	26%
26-30 Years	175	37%
18-25 Years	166	36%
Work Times		
>5 Years	32	7%
2-5 Years	115	25%
1-2 Years	110	24%
<1 Year	210	45%

4.3 Validity Test

Based on Table 4 and 5, all loading factors are > 0.7 and all Average Variance Extracted (AVE) > 0.5. This shows that all indicators are valid.

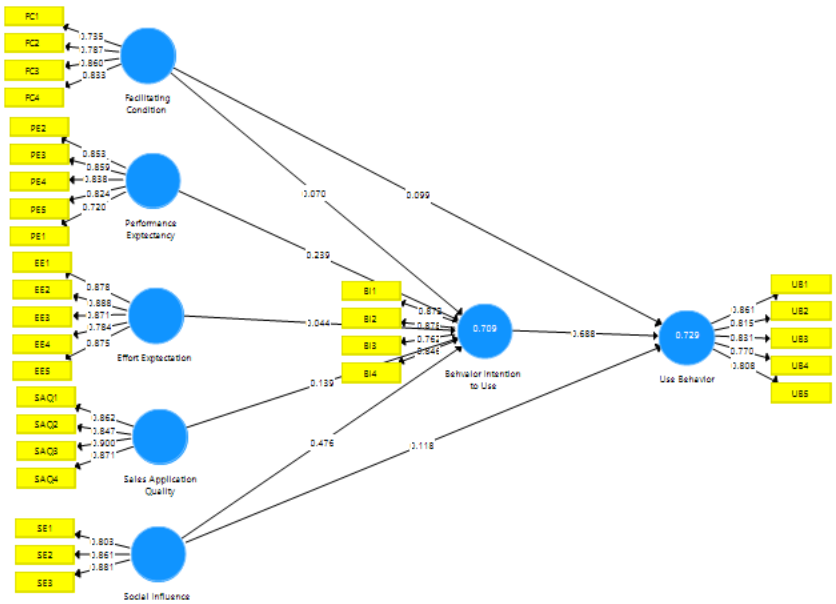

Figure 5: Loading Factors Diagram

Table 4: Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Behavioral Intention to Use (BI)	0.707
Effort Expectancy (EE)	0.74
Facilitating Condition (FC)	0.648
Performance Expectancy (PE)	0.673
Sales App Quality (SAQ)	0.757
Social Influence (SE)	0.721
Usage Behavior (UB)	0.668

Table 5: Loading Factor

Correlation of Indicators with Variables	Loading Factor	Description
BI1<-BI	0.872	Valid
BI2<-BI	0.878	Valid
BI3<-BI	0.762	Valid
BI4<-BI	0.846	Valid
EE1<-EE	0.878	Valid
EE2<-EE	0.888	Valid
EE3<-EE	0.871	Valid
EE4<-EE	0.784	Valid
EE5<-EE	0.875	Valid
FC1<-FC	0.735	Valid
FC2<-FC	0.787	Valid
FC3<-FC	0.86	Valid
FC4<-FC	0.833	Valid
PE1<-PE	0.72	Valid
PE2<-PE	0.853	Valid
PE3<-PE	0.859	Valid
PE4<-PE	0.838	Valid
PE5<-PE	0.824	Valid
SAQ1<-SAQ	0.862	Valid
SAQ2<-SAQ	0.847	Valid
SAQ3<-SAQ	0.9	Valid
SAQ4<-SAQ	0.871	Valid
SE1<-SE	0.803	Valid
SE2<-SE	0.861	Valid
SE3<-SE	0.881	Valid
UB1<-UB	0.861	Valid
UB2<-UB	0.815	Valid
UB3<-UB	0.831	Valid

Correlation of Indicators with Variables	Loading Factor	Description
UB4<-UB	0.77	Valid
UB5<-UB	0.808	Valid

4.4 Reliability Test

Based on Table 6 Cronbach's Alpha, all constructs are > 0.70 also the Composite Reliability for all constructs are > 0.70, which shows that all indicators used to measure latent variables are reliable. So, it can be concluded that the measurement model is good and meets the Validity and Reliability criteria.

Table 6: Cronbach's Alpha

	Cronbach's Alpha
Behavior Intention to Use	0.86
Effort Expectancy	0.911
Facilitating Condition	0.818
Performance Expectancy	0.878
Sales Application Quality	0.894
Social Influence	0.806
Usage Behavior	0.876

4.5 Evaluation of Structural Model

The first step in evaluating the structural model is done by looking at the R Square value to display the amount of variance of the endogenous variables explained by the exogenous variables. In addition, the R Square value also explains the predictive accuracy of a PLS model. Evaluation of the structural model uses the R Square analysis. According to Joseph F. [26], the R Square values are 0.75 (strong), 0.50 (moderate), and 0.25 (weak). Based on these levelling, the R Square value for Y1 (Behavioral Intention to Use) is 0.706 (moderate) and for Y2 (Usage Behavior) is 0.727 (moderate), as shown in Table 7.

Table 7: R Square

	R Square	R Square Adjusted
Behavior Intention to Use	0.709	0.706
Usage Behavior	0.729	0.727

The result of the calculation can be seen in Table 8. If the p-value is <0.05 and the T- Statistic is >1.96, then the hypothesis is accepted and if the p-value is > 0.05 and T-Statistic is < 1.96 then the hypothesis is rejected.

Table 8: Path Coefficients

	T Statistics	P Values
BIàUB	11.114	0
EEà BI	0.535	0.593
FCà BI	1.209	0.227
FCàUB	2.41	0.016
PEà BI	2.933	0.004
SAQ àBI	2.709	0.007
SEàBI	8.445	0
SEàUB	2.453	0.014

4.6 Hypothesis Test and Discussion

H1: Social Influence has a positive effect on the Behavioral Intention to Use Simpel application.

T Statistics = 8.445 (>1.96)

P Value = 0 (<0.05)

The above result shows **H1: β21 ≠0 accepted**, which means the Social Influence factor will increase the intention of sales to use the application.

Salespeople will have the intention to use simpel, if the company increases the socialization, support from company and cowokers. If this factor increases by company the intention to use of the app will be increased because the company give the best support to salespeople.

H2: Performance Expectancy has a positive effect on the Behavioral Intention to Use Simpel application.

T Statistics = 2.933 (>1.96)

P Value = 0.004 (<0.05)

The above result shows H1: **β22 ≠0 accepted**, which means the Performance Expectancy factor will increase intention of the salespeople to use the application.

The salesforce will increase the intention if the company increases the performance of the application, give the information of the product, and shorten the sales process in the app.

H3: Effort Expectancy has a positive effect on the Behavioral Intention to Use Simpel application.

T Statistics = 0.535 (<1.96)

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P Value = 0.593 (>0.05)

The above result shows **Ho: β23= 0 rejected**, which means Effort Expectancy does not have a positive effect on Behavioral Intention to Use.

H4: Sales Application Quality has a positive effect on the Behavioral Intention to Use Simpel application.

T Statistics = 2.709 (>1.96)

P Value = 0.007 (<0.05)

The above result shows H1: β24≠0 accepted, which means Sales Application Quality has a positive effect on Behavioral Intention to Use.

Salespeople will have the intention to use app, if the company can increase the Quality of the application such as reliability, support from IT, and data accuracy. If the company increased these factors, the intention of salespeople in using app will increase also, because Simpel is able to provide the best quality of features and services.

H5: Facilitating Condition has a positive effect on the Behavioral Intention to Use Simpel application

T Statistics = 1.209 (<1.96)

P Value = 0.227 (>0.05)

The above result shows **Ho: β25= 0 rejected**, which means Facilitating Condition does not have a positive effect on Behavioral Intention to Use.

H6: Behavioral intention to use has a positive effect on the Usage Behavior of Simpel application

T Statistics = 11.114 (>1.96)

P Value = 0 (<0.05)

The above result shows **H1: β11≠ 0 accepted**, which means Behavioral Intention to Use has a positive effect on Usage Behavior.

Focusing on increasing the factors that influence this behavior might improve the usability of the application.

H7: Social Influence has a positive effect on the Usage Behavior of Simpel application

T Statistics = 2.453 (>1.96)

P Value = 0.014 (<0.05)

The above result shows **H1: β12≠ 0 accepted**, which means Social Influence has a positive effect on Usage Behavior.

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Salespeople will use simpel, if the company increases the socialization, support from company and coworkers. If this factor increases by company the usability of the app will be increased because the company give the best support to salespeople.

H8: Facilitating Condition have a positive effect on the Usage Behavior of Simpel application

T Statistics = 2.41 (>1.96)

P Value = 0.016 (<0.05)

The above result shows H1**: β13≠0 accepted**, which means that Facilitating Condition to use has a positive effect on Usage Behavior.

Salespeople will use simpel, if the company improving the support in low signal, all os version can use this application, and technical support from company. If this factor increases by company the usability of the app will be increased because the company give the support the app.

4. Conclusion

The conclusion of this research answered the research questions previously stated at the beginning of this paper. This study aims to determine the factors that influence the acceptance and use of the sales application by evaluating usage behavior. This study uses a modified UTAUT2 (Unified Theory of Acceptance and Use of Technology2) model. The method used to analyze the relationship between constructs/variables is the SmartPLS (Partial Least Squares). The analysis shows that Sales Application Quality, Performance Expectancy, and Social Influence have a direct effect and significant influence on Behavioral Intention to Use Simpel, while Facilitating Condition and Social Influence has directly and significantly affected Usage Behavior of Simpel.

Acceptance of the use of Simpel is also obvious from the intensity of usage and behavior to use the application. The application is still in line with the needs of users. The application has a good infrastructure and quality of application such as quality of information, data accuracy, and support from the company in case of trouble. The performance of the application is good, so the users are happy to use it. It is necessary to encourage the salespeople of Indosat to use Simpel to drive sales. The social influence factor needs to be improved because the socialization of apps to users and support from others will increase the intensity of apps usage. Improving the performance of Simpel will also increase the intensity of usage. Improving the quality of application and support to sales activities will also increase the intensity of usage because salespeople will be assured that the application is of good quality and can assist their activities. Therefore, improving the application based on the factors influencing the usage behavior of the

salespeople toward the app Simpel is necessary. Using these as consideration might improve the usability of the application.

The study of usability is still popular because the innovation will change the behavior of its users. The system must be fit to each user activity, especially in the sales area. Enhancing the acceptance model and adding a new perspective related to an object of study will help to increase the usability of the system. It is needed to develop further studies to discover other factors previously unseen that may affect the usage behavior of applications users, especially in the context of telco companies' salesforces.

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