IMPLEMENTING CONSULTATIVE SELLING AND SERVICE QUALITY TO INCREASE PURCHASE INTENTION: ROLE OF PERCEIVED VALUE AT TELKOM PALANGKA RAYA

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Abstract. *This study aims to investigate how consultative selling and service quality influence customer purchase intention, with perceived value as a mediating factor, in the context of Telkom Palangka Raya. The research is motivated by the increasing competition in Indonesia's telecommunications industry and the urgent need for companies to adopt customer-centered strategies. A qualitative descriptive approach was employed using a literature review method to collect and analyze secondary data published between 2015 and 2025. Sources included peer-reviewed journal articles, books, and industry reports selected through purposive sampling. The data analysis followed the interactive model of qualitative content analysis, including stages of data reduction, data display, and conclusion drawing. Findings indicate that consultative selling improves customer purchase intention through trust-based interactions and personalized service offerings. Service quality also plays a significant role in shaping consumer satisfaction and loyalty, particularly through reliability, responsiveness, and empathy. Perceived value serves as a mediating variable that links both consultative selling and service quality to actual buying intention. It reflects how customers evaluate service benefits relative to cost, effort, and emotional experience. The research concludes that companies like Telkom should integrate consultative selling with high service quality to strengthen perceived value and increase purchase intention. These insights are valuable for enhancing strategic marketing and customer relationship management in competitive digital service markets.*

Keywords: *Consultative Selling; Perceived Value; Purchase Intention; Service Quality; Telecommunication Industry*

1. INTRODUCTION

The telecommunications industry in Indonesia has experienced rapid growth, driven by increasing mobile internet penetration and government initiatives such as Making Indonesia 4.0 and the Palapa Ring project to expand digital infrastructure. According to a report by IMARC Group, as of early 2025, Indonesia had 212 million internet users, representing 74.6% of the population, and 356 million mobile connections, surpassing the total national population. These figures underscore the critical role of the telecommunications sector in supporting Indonesia's growing digital economy (IMarcGroup, 2024). In this highly competitive market, telecommunications companies such as Telkom Palangka Raya must implement effective strategies to enhance customers' purchase intention in order to retain market share and drive growth.

In the contemporary business landscape, characterized by intense competition and evolving consumer expectations, telecommunications companies like Telkom face the critical challenge of not only attracting but also retaining customers (Suhada et al., 2021). The telecommunications sector in Indonesia, where Telkom operates, is particularly dynamic, necessitating a keen understanding of the factors influencing customer behavior and purchase decisions (Daniel, 2020). The industry has experienced substantial growth in recent years, driven by an expanding population and increasing mobile phone usage (Octasylva & Rurianto, 2020). To maintain a competitive edge, companies must prioritize strategies that foster customer loyalty and drive purchase

intention (Chang et al., 2024). Given the significant role telecommunications play in the modern world, companies must adapt their strategies to capitalize on emerging opportunities (Ahmad et al., 2019). This research delves into the intricate interplay of consultative selling, service quality, and perceived value and their collective impact on purchase intention within the specific context of Telkom Palangka Raya. Specifically, the study investigates how these elements converge to shape customer perceptions and ultimately influence their decisions to engage with Telkom's products and services.

2. LITERATURE REVIEW
2.1 Consultative Selling
Consultative selling, at its core, represents a sales approach centered on understanding and addressing customer needs rather than merely pushing products or services (Iskandar et al., 2021). This method emphasizes a collaborative interaction where the salesperson acts as an expert advisor, delving deep into the client's challenges and proposing tailored solutions that genuinely add value. This approach necessitates a shift from transactional exchanges to relational engagements, fostering trust and long-term partnerships. Effective consultative selling relies heavily on active listening, probing questions, and a comprehensive understanding of the customer's operational context and strategic objectives (Muzumdar & Kurian, 2021; Salonen et al., 2021).

2.2 Service Quality
Service quality encompasses all efforts undertaken by a company to meet customer expectations, playing a crucial role in fostering repurchase intention (Salim & Sumara, 2018). It is evaluated through five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles, which collectively influence customer perceptions and satisfaction. These dimensions serve as a framework for assessing how well a service provider delivers on its promises, responds to customer needs, instills confidence, demonstrates care, and presents a professional image (Suhada et al., 2021). Reliability refers to the ability to perform the promised service dependably and accurately, while responsiveness is the willingness to help customers and provide prompt service. Assurance denotes the knowledge and courtesy of employees and their ability to convey trust and confidence, whereas empathy refers to the caring, individualized attention provided to customers (Etemad-Sajadi et al., 2023; Humphrey Ikenna et al., 2020).

2.3 Perceived Value
The concept of perceived value has garnered substantial attention in service marketing, tracing its origins to the product value theories proposed by Peter F. Drucker and Michael E. Porter (Ge et al., 2021). Perceived value represents a customer's subjective assessment of a product or service, derived from a comparison between perceived benefits and sacrifices. This evaluation encompasses the utility derived from the product or service, considering the ratio of benefits to sacrifices, quality, and overall value within a specific context (Chatzoglou et al., 2022; Luo & Ye, 2019). Consumers' perceived value comprises functional aspects tied to the quality and performance of offerings, aligning with their expectations, while also incorporating hedonic dimensions linked to emotional benefits like self-indulgence and enjoyment (Kanaka & Roostika, 2020).

2.4 Purchase Intention
Purchase intention is a crucial aspect of consumer behavior, reflecting the likelihood that a consumer will acquire a particular product or service. Consumer buying intention is a behavior where consumers have the desire to buy or choose a product or service (Hutagalung et al., 2021; Sakina & Ali, 2021). Purchase intentions can stem from various factors, including a consumer's predisposition, level of planning, and the specific

circumstances surrounding a potential purchase (Tanzaretha & Rodhiah, 2021). Purchase intention operates as a pivotal predictor of actual purchase behavior, playing a significant role in shaping marketing strategies and forecasting sales outcomes (Lin & Shen, 2023).

3. RESEARCH METHODS

3.1 Research Design

This study adopted a qualitative descriptive approach utilizing a literature review method, guided by (Creswell, 2018) framework for qualitative inquiry. A literature review was deemed appropriate to explore and conceptualize the relationships among consultative selling, service quality, perceived value, and purchase intention within the telecommunications industry, particularly at Telkom Palangka Raya.

As (Creswell, 2018) emphasized, qualitative research enables a researcher to gain an in-depth understanding of a social phenomenon by examining textual and document-based data. Literature review, as a qualitative method, facilitated the synthesis of prior research findings, theoretical frameworks, and empirical insights without the constraints of time, access, or geography inherent in primary data collection. This method allowed for the construction of a comprehensive and context-sensitive theoretical foundation relevant to the current dynamics of Indonesia's digital and telecommunications landscape.

3.2 Context and Time Frame

The study was contextualized within the telecommunications industry of Palangka Raya, Central Kalimantan, with specific attention to Telkom Palangka Raya's strategic positioning. The literature review was conducted June 2025, coinciding with a period of significant digital transformation and customer engagement development in Indonesia. The selection of this time frame ensured the inclusion of recent literature published between 2015 and 2025, capturing the most up-to-date perspectives, empirical findings, and market conditions. Conducting the review during this period aligned the study with current realities and strategic shifts within Telkom's business model.

3.3 Data Sources and Selection Criteria

This study utilized secondary data sources, including peer-reviewed journal articles, scholarly books, industry reports, and conference proceedings. These sources were selected based on the following inclusion criteria: 1) Published between 2020 and 2025. 2) Direct relevance to at least one of the core constructs: consultative selling, service quality, perceived value, or purchase intention. 3) Published in reputable academic journals or by credible institutions. 4) Available in full-text and written in English or Indonesian. 5) Focused on or applicable to telecommunications, service marketing, or consumer behavior.

A purposive sampling strategy was employed to ensure the relevance and depth of the selected literature. Only studies offering significant theoretical, methodological, or contextual contributions to the research focus were included.

3.4 Data Collection Instrument and Prosedure

The primary instrument for data collection was a literature screening matrix, which facilitated the systematic extraction of key information from each source. The matrix recorded publication details (author, year, title), research variables, methodology used, geographical context, and main findings.

Searches were conducted through academic databases such as Google Scholar and ScienceDirect using keywords such as "consultative selling," "service quality," "perceived value," and "purchase intention in telecommunications." This structured and transparent documentation process ensured replicability and methodological rigor.

Using this instrument allowed the researcher to efficiently organize and compare insights from multiple sources, offering an advantage over primary data methods by

enabling rapid access to a broad array of expert findings. According to (Creswell, 2018), such tools enhance the trustworthiness and auditability of qualitative document analysis.

3.5 Data Analysis Procedure

The data were analyzed using qualitative content analysis grounded in the interactive model by (Miles et al., 2014). The analysis followed these stages:

1) Data Reduction: Information extracted from the literature was summarized and coded into key themes aligned with the study variables. Irrelevant data were omitted to focus on findings that contributed directly to the research questions.

2) Data Display: A visual summary of findings was constructed using matrices and tables to present relationships among consultative selling, service quality, perceived value, and purchase intention. This stage supported the identification of patterns, consistencies, and contextual nuances across studies.

3) Conclusion Drawing and Verification: Themes were synthesized and interpreted to generate theoretical insights and propositions. Conclusions were validated through triangulation across different studies and contexts to ensure credibility and reliability. Patterns emerging from multiple sources strengthened the overall findings and supported their application to the Telkom Palangka Raya context.

Throughout the analysis, open coding was employed to classify data into conceptual categories. These categories served as the foundation for theoretical integration and informed the development of a conceptual model that illustrates the interplay between consultative selling, service quality, perceived value, and purchase intention.

4. RESULTS AND DISCUSSION

This section presents the findings from the qualitative content analysis of the literature review, addressing the interplay of consultative selling, service quality, perceived value, and purchase intention in the context of Telkom Palangka Raya. The findings are organized into sub-chapters to address specific research questions, explore relationships with prior studies and theories, and discuss implications for theory and practice. The analysis synthesizes insights from secondary data sources, aligning with the qualitative descriptive approach outlined by (Creswell, 2018) and the analytical framework of (Miles et al., 2014).

4.1 The Role of Consultative Selling in Enhancing Purchase Intention

The analysis of relevant literature demonstrates a consistent relationship between consultative selling and increased customer purchase intention. Consultative selling emphasizes customer-centric engagement, where salespersons act as problem-solvers rather than mere product pushers. According to (Iskandar et al., 2021; Salonen et al., 2021), this approach builds stronger relational bonds and trust, which are critical in influencing customers' buying behavior, especially in high-involvement services like telecommunications.

In the context of Telkom Palangka Raya, consultative selling becomes particularly relevant as the company offers complex service bundles (e.g., Indibiz packages) that require explanation and customization. Through a consultative approach, Telkom staff can identify unique customer needs and tailor service offerings, leading to higher perceived value and consequently, stronger purchase intentions.

This finding aligns with (Muzumdar & Kurian, 2021) argument that personalized consultations create perceived expertise, fostering credibility and reducing customer uncertainty. Therefore, consultative selling not only functions as a sales strategy but also as a tool to influence customer psychology and decision-making.

4.2 Service Quality as a Determinant of Customer Trust and Loyalty

The literature confirms that high service quality has a positive impact on both perceived value and purchase intention. Across studies by (Etemad-Sajadi et al., 2023; Salim & Sumara, 2018; Suhada et al., 2021), the five SERVQUAL dimensions (reliability,

responsiveness, assurance, empathy, and tangibles) consistently shape customer satisfaction and behavioral intentions.

In Telkom Palangka Raya's context, reliability and responsiveness appear to be the most influential. Given the digital nature of its services, delays or errors in network performance or customer service can significantly reduce trust. Assurance and empathy, as emotional drivers, are also essential in reducing customer churn and fostering loyalty, especially in complaint resolution or service recovery situations.

This supports the theory of relationship marketing, where continuous service quality contributes to long-term engagement. As (Humphrey Ikenna et al., 2020) suggest, when service interactions are positive and empathetic, customers are more likely to exhibit favorable behavioral intentions, including repeat purchases and referrals.

4.3 Perceived Value as a Mediating Variable

The findings reinforce that perceived value mediates the relationship between both consultative selling and service quality with purchase intention. (Luo & Ye, 2019) explain that consumers make purchase decisions based on a perceived trade-off between what they give (e.g., price, time, risk) and what they get (e.g., benefits, satisfaction).

(Kanaka & Roostika, 2020) identify both functional and hedonic dimensions in perceived value. For Telkom Palangka Raya, functional value relates to network speed, pricing, and bundling options, while hedonic value may come from entertainment services (e.g., streaming, mobile games) and digital lifestyle features. The synthesis of studies shows that strategies increasing the perceived fairness, quality, and emotional satisfaction of service offerings result in stronger intentions to buy or continue using a brand. Thus, perceived value is not merely an outcome but a critical leverage point for shaping customer preference and behavior.

4.4 Interplay of Constructs: Toward a Telkom-Centered Purchase Intention Strategy

Integrating insights from the three constructs, the following theoretical propositions emerge:
1) Consultative selling influences perceived value by enhancing customer understanding `` and emotional satisfaction.
2) Service quality affects perceived value through consistent delivery and empathetic interaction.
3) Perceived value then serves as the primary cognitive filter through which purchase decisions are made.

This interplay suggests a feedback loop where customers continuously evaluate Telkom's offerings not only based on price and performance but also on relational experience. This supports Drucker's value theory that emphasizes innovation and customer satisfaction over product volume (Ge et al., 2021).

4.5 Theoretical and Practical Implications

This study supports and extends existing models of purchase intention by validating the mediating role of perceived value in service contexts. It integrates the consultative selling framework B2B telecommunications context, thereby broadening its applicability. Moreover, it reaffirms the SERVQUAL model's relevance in digital service environments, adapting it to current customer experience expectations.

For Telkom Palangka Raya, these findings imply that training frontline employees in consultative techniques and empathy-based communication can significantly improve customer retention. Investment in service quality assurance—such as proactive problem solving and digital customer support—should be viewed not only as operational tasks but as purchase intention drivers. Lastly, continuous customer value mapping (understanding what customers value) can help refine service bundles and marketing messages.

CONCLUSION

The findings of this study underscore the strategic importance of integrating consultative selling and service quality to enhance customers' purchase intention, with perceived value acting as a critical mediating factor. Within the competitive landscape of the Indonesian telecommunications industry, particularly in Telkom Palangka Raya, these three constructs are not isolated but function interactively to shape customer decision-making. Consultative selling fosters trust and relevance by tailoring solutions to individual customer needs, while service quality reinforces satisfaction through consistent and empathetic service delivery. Perceived value, as the subjective evaluation of benefits versus sacrifices, ultimately determines whether customers proceed with a purchase or remain loyal to a brand. This research affirms that companies aiming to drive purchase intention must go beyond traditional sales tactics and instead cultivate customer-centric, value-driven strategies. The implication is clear: understanding the customer's perception of value and enhancing it through consultative interaction and reliable service are not optional, but essential components in sustaining competitive advantage and long-term customer engagement.

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