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# Study of Broadband Satellite Customer Behavior Using Costomer Experience Modelling Consumer Segments

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**Abstract**

**Purpose-**The Satellite Technology has entered the High Throughput Satellite (HTS) era, this technology provides a larger satellite capacity than previous technologies. This was responded positively by PT Telkomsat and created a satellite that uses HTS technology. With this launch, Telkomsat has five satellites. Telkomsat continues to increase the capacity of its satellites in line with the company's vision as a leading satellite service provider in the Region. This study provides an overview of customer acquisition strategies through the Customer Experience Modeling approach that uses three levels of Multilevel Service Design, namely Value constellation experience, Service encounter experience and Service Experience so as to provide a complete conceptualization of the service design that is in demand by broadband satellite customers in Papua.This study provides information that broadband satellites in Papua are still dominated by internet data voucher sales activities. This study also provides information that there are four differences in Customer Experience Requirements that arise between Mangoesky and Ubiqu providers, namely: Affordability, Reliability, Engagement and Speed, these differences are used as acquisitions for competitor customers.The Customer Acquisition Strategy carried out is able to provide information and recommendations for PT. Telkomsat to create products that use HTS technology according to the behavior and desires of customers in Papua.he suggestion for the following research is to analyze the impact of the emergence of starlink in Indonesia on local satellite providers.

**Keywords**: High Throughput Satellite (HTS), Customer Acquisition Strategy, Customer Experience Model, Management Strategy.

## Introduction

Telkomsat is a subsidiary of PT Telkom which operates in the satellite sector from upstream to downstream, PT Telkomsat was established from the merger of 3 (three) corporate entities, namely PT Patrakom, Metrasat and Satellite Control Station (Telkom). The formation of PT. Telkomsat is a strategy of PT. Telkom to form a subsidiary that focuses on being a reliable satellite service provider in Indonesia in providing high-quality and internationally standardized upstream to downstream services (Telkomsat, 2024). PT Pasifik Satelit Nusantara (PSN) is the first private satellite-based telecommunications company in Indonesia. PSN was established in 1991 with a simple but innovative idea initiated by two satellite experts, Mr. Adi Rahman Adiwoso and Mr. Iskandar Alisjahbana. They understand that satellites have an operational life determined by the satellite manufacturing company, but when the satellite is replaced with a new satellite, the old satellite still has remaining fuel that can be used to extend the satellite's life/operation if the satellite is operated by orbit inclination. This idea was successfully implemented on the Palapa B1 satellite which had completed its service life. Using VSAT technology, PSN has become one of the satellite-based internet providers in Indonesia. In 2017, PSN launched a new product in the form of high-speed broadband internet via satellite at an affordable price that can reach areas throughout Indonesia that are not covered by terrestrial networks, with the hope that the internet can be enjoyed anywhere in this country (PT pasifik satelit nusantara, n.d.).

Indonesia is ranked 50th in the world for internet penetration with a percentage of 66.5%, with the highest being the Netherlands at 99.0% (Thompson, 2024). This is due to the uneven penetration in Indonesia. It is known that the island with the lowest internet penetration is Papua at 63.15% and the highest is Java at 81.83% (Rachmatunnisa, 2024). The above is also in line with a survey from Euroconsult, the need for satellite capacity in Papua Province is still the largest compared to other islands in Indonesia, which is 35.8 Gbps. This capacity is intended for areas with weak or no internet network (Telkomsat, 2022a).

From the above, there needs to be a greater effort to improve internet access in Papua and other regions in Indonesia, one way is to develop an internet network using satellite technology (broadband satellite). By using satellites, the internet network can be reached to remote areas or other parts of the world, because the installation of satellite antennas is relatively easier which usually only involves installation on top of buildings or on the ground besides that it does not depend on and requires terrestrial infrastructure to be able to operate so that it can be installed or used anywhere as long as the antenna beam is not obstructed to face the satellite. One of the developments in the satellite industry is High Throughput Satellite (HTS) technology, this technology is used to increase communication capacity via satellite. This is done by using higher frequencies and narrower spot beams than conventional satellites. High Throughput Satellite (HTS) has the ability to send and receive large amounts of data quickly and efficiently, so it can be used for a variety of applications, such as satellite phones, satellite internet, and video transmission (Telkomsat, 2022b). PT. Telkomsat is a state-owned satellite operator in Indonesia that has experience in operating satellites, PT Telkomsat currently has its own satellites that are still operating, namely the Telkom 3S satellite and the Merah Putih satellite, and has satellites with a partnership method, namely Starlink (owned by Space-x) and Apstar 6E (owned by APT Satellite Company). Two existing satellites (Telkom 3S and Merah Putih have not used HTS technology / are still conventional) which use Geostationary Orbit (GEO). and are currently used by several customers spread across the country and abroad for backbone, banking, broadcast, broadband, observation, military, data and other needs. While two other satellites (Starlink and Apstar 6E) already use HTS technology.

With the satellite that was just launched by PT. Telkomsat in February 2024 which uses HTS technology, of course this will be a challenge in the sales target of the satellite capacity. The potential that will occur is as follows:

1. There is a massive shift of customers from existing satellite customers of PT. Telkomsat to new satellites, this impact causes a reduction in satellite users on existing satellites while the age of existing satellites is still quite long > 5 years (Telkom 3S and Merah Putih satellites).
2. The operational burden of the satellite increases but does not get additional benefits.
3. Impact on competition: When a company releases a new satellite, it can affect competition in the satellite market. Companies that introduce new satellites may be able to attract users from competing companies, but can also trigger price competition and reduce company profits.

This study aims and benefit to determine customer behavior in Papua so that the process of finding new customers and the plan for the competitor's customer acquisition process to fill the capacity of the satellite that was just launched by PT Telkomsat, namely HTS Ku-Band on February 21, 2025, is easier to do.

## Literature Review

### 1. Strategic Management

Strategy is a key concept in the field of strategic management. This concept comes from the Greek word strategos, which means leadership in the military sense, namely concerning the planning of resource deployment to achieve certain goals. According to Porter strategy is the act of aligning a company and its environment. The environment, including the company's own capabilities, can change. So the task of strategy is to maintain a dynamic balance, not a static balance (Berisha Qehaja et al., 2017). Strategic management can be conceptualized as a set of theories and frameworks, supported by tools and techniques, designed to assist organizational managers in thinking, planning, and acting strategically (Berisha Qehaja et al., 2017).

In addition, strategic management includes several aspects in the company, such as determining targets and goals to be achieved, competitor analysis in similar industries, internal company analysis, evaluation of company strategies, to ensuring that all strategies run stably and smoothly. In the competitor analysis strategy in the same industry, you will understand the behavior and characteristics of competitors, making it easier to acquire customers from competitors in the same industry. Customer acquisition strategy is part of a company's marketing strategy to get new customers. This strategy is important for long-term business success, besides this strategy can also provide a competitive advantage obtained through the characteristics and resources of a company to have higher performance than other companies in the same industry or market.

### 2. Strategy Customer Acquisition (SCA)

Strategy Customer Acquisition (SCA) is the process of bringing new customers or clients to an organization's business, the aim is to create a systematic and sustainable acquisition strategy in order to adapt to changing trends (Officer, Digital MarketingToffeeDev et al., 2024). According to A. Widjaya customer acquisition is the process of identifying, approaching and developing relationships with new customers (Wahyudi & Sutoyo, 2022). Meanwhile, the customer acquisition process includes three zones: customer satisfaction, participation, and brand (Zheng et al., 2022).

As reported by Hubspot, it can be concluded that customer acquisition is the strategic process of bringing new customers to a business. This includes the entire customer journey, from when they become leads to when they are converted into paying customers. Customer acquisition is one of the lifebloods of all types of businesses, both small and large. It is about getting more customers continuously (Barker, 2024). From several customer acquisition strategies that have been presented above, it provides information to researchers about the importance of acquisition strategies to get potential new customers and retain existing

customers. The customer acquisition strategy carried out by researchers goes through stages to analyze customer behavior to make it easier to carry out customer acquisition strategies in the same industry in Papua. According to Andry Alamsyah and Maya Ariyanti studying consumer behavior from customer interactions, they gain a deeper understanding of consumer behavior to create better marketing campaigns (Tanuwijaya et al., 2021).

**3. Comparative Advantage of Satellite Operators in Indonesia**

According to experts, comparative advantage is the ability of a country, company, or individual to produce goods and services at a lower opportunity cost. The concept of competitiveness is based on the concept of comparative advantage which was first known as the Ricardian model. Ricardo's law of comparative advantage (The Low of Comparative Advantage) states that even if a country does not have an absolute advantage in producing two types of commodities when compared to other countries, mutually beneficial trade can still take place, as long as the price ratio between countries is still different when compared to no trade(Saptana, 2018).

Satellite networks transmit signals with terminal technology or Very Small Aperture Terminal (VSAT). This VSAT is in the form of a parabolic dish with the main function of receiving and transmitting data to the satellite. In addition, satellite internet relies on a five-part relay system, starting from internet-ready devices, modems, parabolas, space satellites, to network operations centers. Satellite internet services can only be used if the five main components are available. These main components include electronic devices, modems or routers, parabolas, satellites, and network operations centers. Satellite internet generally uses Very Small Aperture Terminal (VSAT) connections in the form of C-band, Ku-band, to Ka-Band. Where, this Ka-band connection produces the largest bandwidth among the three. Satellite internet uses radio waves to operate. In addition, three parabolas are also needed at the internet service provider, space, and user's home(Akhmad Ludiyanto, 2023). Reporting from the 101internet.id page, there are several providers of satellite broadband internet in Indonesia, namely: Ajnusa, ID net, Indonusa, Infokom, Ksinergi, Mangoesky, MSS, PC24, Primadona Net, Ubiqu (Internet, 2024).

However, currently the broadband satellite providers that operate their own satellites are PT. Telkomsat and PT. PSN, so the researcher took the two providers as part of this study, with data collection samples from consumer segment broadband satellite customers Mangoesky and Ubiqu, regional managers/coordinators and Account Managers (AM) from the two providers, namely PT. Telkomsat and PT. PSN.

**4. High Throughput Satellite (HTS) Technology**

High-throughput satellite (HTS) is a communication satellite that provides higher data transfer than classic communication satellites or Fixed Satellite Service (FSS). With the same amount of orbital spectrum, the transfer capacity of this satellite can be two to 100 times the capacity of Fixed Satellite Service (FSS). High Throughput Satellite (HTS) communication satellites work by utilizing high-level frequency re-use and spot beam technology, instead of a single beam as utilized by Fixed Satellite Service (FSS). This method allows HTS satellites to reuse the same frequency band in a narrow range. The narrow range coverage of the spot beam is only hundreds of kilometers of the earth's geographical area. Even so, each of the spot beams will transmit separate signals and overall offer much better spectral efficiency. Ultimately, this one communication satellite can transfer data at a higher speed than Fixed Satellite Service (FSS) (Telkomsat, 2022b).

**5. Customer Experience Modeling (CEM)**

CEM supports the holistic nature of customer experience, provides a systematic view of the context of the experience, and considers physical artifacts, technology-enabled systems, and actors involved in each activity throughout the customer journey. Thus, we can characterize

customer experiences and shift focus from single elements to their orchestration. Jorge Grenha Teixeira et al. CEM is used to combine three multidisciplinary contributions to represent and systematize customer experiences for service design efforts in addition to using modeling to synthesize and communicate knowledge between members of a multidisciplinary service design team (Teixeira et al., 2012).

A model is an abstraction used to describe concepts and their relationships, which are too complex to understand. Using a model aids the design process by making the system elements and their interactions visible, allowing the design team to reach a common view of both the problem and the solution (Teixeira et al., 2012).

For the three multidisciplinary elements used in CEM, namely Human Activity Modeling (HAM), Customer Experience Requirement (CER) and Multilevel Service Design (MSD) with the following explanation (Teixeira et al., 2012).

a. Activity Modeling (HAM), CEM adapts the HAM concept and notation to represent the rich contextual environment underlying customer experiences, representing multiple contextual elements associated with an activity, such as physical artifacts, actors, and systems.
b. Customer Experience Requirement (CER), CER originates from the engineering of non-functional requirements, or quality attributes, more specifically the softgoal concept of goal-oriented analysis. Since non-functional attributes are desired qualities of a software system, they need to be aligned with a service-oriented mindset. In addition, Customer Experience Requirement (CER) is defined as the perceived attributes of an interaction with a service provider that contribute to satisfaction and use of the service.
c. Multilevel Service Design (MSD), Multilevel Service Design (MSD) to construct our model from the entire customer journey, to each interaction through 3 (three) levels of customer experience :
    i. Value Constellation Experience (VCE), is generated from the interactions between the customer and all the service organizations required to perform a particular customer activity. Therefore, we must first select the higher-level activities, or overall activities, that apply to the particular business, or industry, for which we want to design the service.
    ii. Service Experience (SE), this level systematizes customer experience data from each service encounter with a single service provider, following the same concepts and structure as the previous level. At the service experience level, the participation map reflects contextual elements related to a particular service provider.
    iii. Service Encounter Experience (SEE), the last level is the service encounter experience, where we discuss each specific touch point with the service provider. This is a very concrete level where we only represent elements that are relevant to that encounter. This information can be obtained from open-ended interviews, but customers may find it difficult to recall such precise and simple activities.

    Multilevel Service Design (MSD) has built an understanding of customer experience to design service offerings at different levels, and made the first integration of the Activity Modeling (HAM) concept, namely by using activities to represent customer experiences. However, the Multilevel Service Design (MSD) representation does not address other elements such as actors, artifacts, or Service Encounter Experience (CER). Customer Experience Modeling

(CEM) is positioned to address these limitations by offering a holistic view of the elements that make up the customer experience (Teixeira et al., 2012).

## 6. Framework

Using Customer Experience Modeling (CEM) involving 3 (three) elements, namely Human Activity Modeling (HAM), Customer Experience Requirement (CER) and Multilevel Service Design (MSD) to determine the behavior of broadband satellite customers in the consumer segment in Papua, so that it can be studied to obtain the desired broadband satellite service design for customers in Papua. With the aforementioned service design, the strategy for acquiring broadband satellite customers (existing competitors and customers who have not used broadband satellites) to HTS Ku-Band is expected to be easier to do (Teixeira et al., 2012).

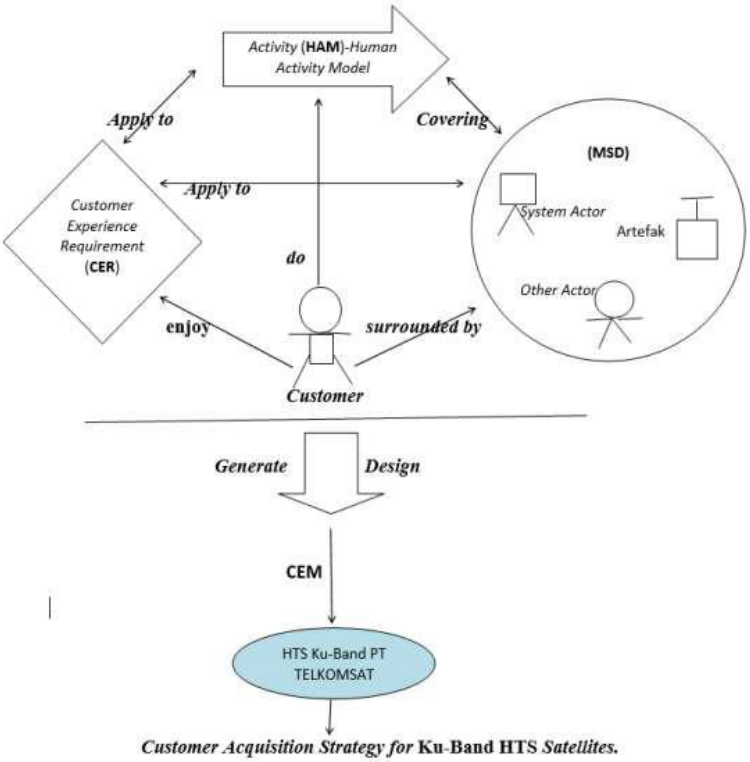


Figure 1. Framework.

Table 1. Explanation of each symbol in the framework of thought.

| Symbol | Remark |
|---|---|
|  | Consumer segment broadband satellite customers in Papua |

| | |
|---|---|
|  | Attributes desired by consumer segment satellite broadband customers in Papua. |
|  | The use of broadband satellites is intended for the consumer segment in Papua. |
|  | Provider company (PT Telkomsat & PT. Pasifik Satelit Nusantara (PSN). |
|  | Manager/Coordinator & Account Manager (AM) of broadband satellite in Papua. |
|  | Artifacts: Satellite, Antenna, Modem, Router, Cable, Competitor |

## Method

### 1. Research Type

According to Saryono qualitative research is research that is used to investigate, discover, describe and explain the quality or characteristics of social influences that cannot be explained, measured or described using a quantitative approach (Qotrun A, 2021). Meanwhile, according to Murdiyanto qualitative research is a type of research that produces meetings that cannot be achieved using statistical procedures or other quantification methods. Qualitative research is descriptive and tends to use analysis with an inductive approach. A qualitative approach is an application of a natural approach to the study of a problem related to individuals, phenomena, symbols, documents, and social symptoms (Ardi isnanto, 2023).

This study uses qualitative methods, to describe the behavior of broadband satellite customers in the consumer segment in Papua using Customer Experience Modeling (CEM), so that a broadband satellite service design can be created that is desired by customers in Papua. With this service design, the strategy for acquiring broadband satellite customers (existing competitors and customers who have not used broadband satellites) to HTS Ku-Band is expected to be easier to do.

### 2. Data source

Data sources are subjects from which data can be obtained and have clear information on how to take the data and how the data is processed. According to Edi Riadi data sources are anything that can provide information about data (Sari & Zefri, 2019).

#### a. Primary Data

In this study, the author collected data through direct interviews with original sources, namely existing satellite broadband customers in the consumer segment in Papua, and supporting informants, namely the Papua Area Manager/Coordinator of PT. Telkomsat and PT. PSN and Account Manager (AM)/Sales of satellite broadband PT. Telkomsat and PT. PSN according to table 2 below:

Table 2. List of interview respondents.

| Company | Name | Status | Location |
|---|---|---|---|
| Telkomsat | Vincent | Customer | Distrik Kaureh |
| Telkomsat | Maria Yustina | Customer | Distrik Kaureh |
| Telkomsat | Rambo | Customer | Distrik Karubaga |
| Telkomsat | Fida Juliana | Account Manager (AM) | Jakarta |
| Telkomsat | Victor Nabe Mangapati | Coordinator Area | Jayapura |
| PSN | Yeni Zaura | Customer | Distrik Yapsi |
| PSN | Abdul Latif | Customer | Distrik Yapsi |
| PSN | Ardia Garini | Customer | Distrik Yapsi |
| PSN | M. Yuman Alfian | Sales | Jayapura |
| PSN | Rachmad | Coordinator Cluster Papua | Jayapura |

#### b. Secondary Data

Secondary data is data obtained indirectly from the object of research. Secondary data obtained is from an internet site, a related person or from a reference that is the

same as what is being researched by the author. In this case, the researcher also uses secondary data to collect data according to table 3 below:

Table 3. Secondary data collection.

| Name/Company | Requirements |
|---|---|
| Fida Juliana (AM)/PT. TELKOMSAT | Request Top 3 (three) customer data |
| Rachmad (Koordinator)/PT. PSN | Request Top 3 (three) customer data |

**3. Data collection technique**

In data collection techniques, of course there is a process that must be done. In order for the data collected to be validated, the process must be carried out systematically and in a directed manner. This is because basically the data collection process in this data collection technique must later be able to prove the hypothesis of the data that has been collected by the researcher. Thus, this data collection technique is a very important step in conducting research so that researchers can get data that is in accordance with what is expected and in accordance with what is in the field (Nafisatur, 2024).

In this study, the author collected data by:

a. Interview

According to Saleh et al., interview is a form of verbal communication or direct conversation that aims to obtain information needed by researchers(Ardi isnanto, 2023). In this study, interviews were conducted with:

i. Top 3 (three) customers generating the most revenue from existing broadband satellite products (Mangoesky and Ubiqu). Interviewing the 3 (three) best customers (Mangoesky and Ubiqu) and analyzing the data collected using the Grounded Theory approach. This analysis provides a basis for mapping customer activities, contextual elements, and appropriate Customer Experience Requirements (CER), namely: Affordability, Engagement, Content, Convenience, Reliability, Reward and Speed.

ii. Account Manager (AM)/Sales of Mangoesky and Ubiqu products, 1 (one) person each. Interviewing Account Manager (AM)/Sales of products (Mangoesky and Ubiqu) and analyzing the collected data using the Grounded Theory approach. This analysis provides additional information on the experience in using satellite broadband products and the most relevant Experience Requirement (CER), namely: Affordability, Engagement, Convenience, Reliability, Reward and Speed.

iii. Manager/Coordinator of Jayapura Papua Area PT. Telkomsat and PT. PSN, 1 (one) person each. Interviewing the Manager/Coordinator of Jayapura Area products (Mangoesky and Ubiqu) and analyzing the collected data following the Grounded Theory approach. This analysis provides additional information regarding the experience in using broadband satellite products and the most relevant Customer Experience Requirement (CER), namely: Engagement and Reliability.

## Result and Discussion

**1. Result**

**a. Customer Activities of the Consumer Segment of Papua Province**

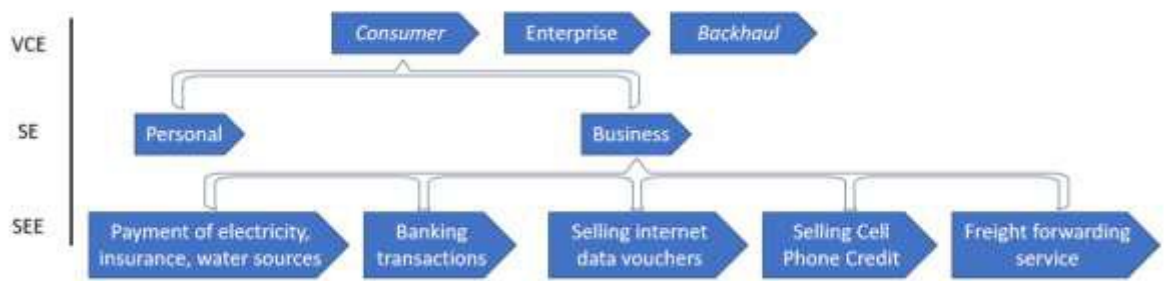

Figure 2. Consumer Segment Customer Activities

After conducting interviews with 6 (six) Mangoesky and Ubiqu customers and supporting informants, namely Sales of both products and coordinators of both companies in Jayapura, the researcher obtained a picture of how the activities of consumer segment satellite broadband customers in Papua are up to 3 (three) levels of Value Constellation Experience (VCE), Service Experience (SE) and Service Encounter Experience (SEE) as Multilevel Service Design (MSD) in the application of Customer Experience Modeling (CEM). The researcher illustrates how to apply Customer Experience Modeling (CEM) across all 3 (three) levels of customer experience, starting from overall consumer segment activities, to internet data voucher sales activities. The strength displayed by Customer Experience Modeling (CEM) to describe the activities of satellite broadband customers in Papua provides a simple yet information-rich concept, so that the activities of consumer segment satellite broadband customers in Papua can be directly known to the most specific level.

**b. Multilevel Service Design (MSD) for Broadband Satellite Customers in the Consumer Segment of Papua Province**

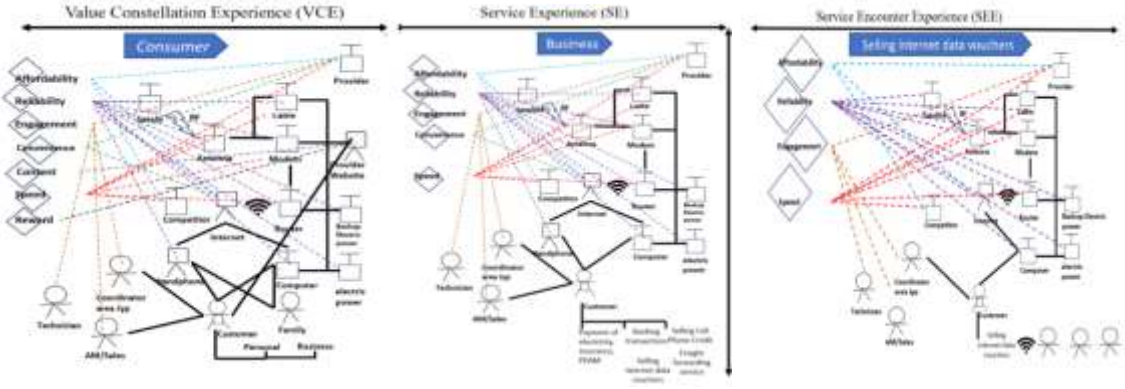


Figure 3. Multilevel Service Design (MSD) for Consumer Segment Broadband Satellite Customers.

## 2. Discussion

**Value Constellation Experience (VCE)-**The selection of consumer segment as the most relevant in this study after the researcher found that consumer segment involves Human Activity Modeling (HAM), Customer Experience Requirement (CER) and larger Artifacts. The complexity provides richer information to show the ability of Customer Experience Modeling (CEM). The same reason applies to the activities selected at the Service Experience (SE) and Service Encounter Experience (SEE) levels. The example shown in Figure 2 illustrates the activities of the consumer segment, across 3 (three) levels of experience for satellite broadband services. From this study, the researcher knows that consumers involve for personal use and business use. Following

the conceptual structure that has been shown in Figure 2 and Figure 3 the researcher illustrates how to apply CEM across 3 (three) levels of customer experience, starting from the overall consumer segment activity, to the activity of selling internet data vouchers. The relationship between Customer Experience Requirement (CER) and contextual elements means that customers make connections between the two. However, this does not mean that the current element has addressed the Customer Experience Requirement (CER), or that the Customer Experience Requirement (CER) only applies to that element. The Customer Experience Requirement (CER) is a cross-cutting requirement, meaning it applies to all activities, and not just to certain elements. The analysis of Figure 3 shows that the consumer segment is an activity rich in artifacts such as satellites, modems, routers, cables, vsat antennas, competitors, solar panels and PLN.

**Service Experience (SE)-**Following the same example in Figure 3, the researcher conducted interviews with a sampling of broadband satellite customers and the results were quite interesting, none of them used it for personal use but used it for business. This is because the cost of a satellite subscription is quite expensive, in contrast to the cost of internet services using terrestrial/fiber optic networks found in big cities. So the use of broadband satellites will be more profitable if used for business. However, there are also personal uses of broadband satellites such as District Heads or Regents in areas that still have minimal communication infrastructure such as in Pegunungan Bintang Regency or Puncak Jaya Regency, of course officials who need special access to support operations. From the explanation above, the researcher ignores personal activities but the researcher details business activities at this level, so that they focus on these activities. The results of in-depth interviews with customers are when the product is used for business, the existence of a website/menu is not an important concern for customers who use it for business, unlike when used for personal use, there are several menu options on the website/application that are interesting for customers, because customers can explore the menu to find out in depth from each function. Although customers want a variety of promos/discounts, it is not the main focus, whether or not there are promos/discounts, the business continues to run and generate profits. So at this level, researchers eliminate website and reward elements because they have few artifacts, so at this level the most relevant CERs are: Affordability, Reliability, Engagement, Convenience, and speed.

Affordability includes: Affordability of service prices to competitors, Reliability includes: Reliability of all existing artifacts, both hardware and software, and the readiness of the infrastructure of each company and product, Engagement includes: Running a satellite broadband business requires involvement with providers to handle technical and non-technical disruptions such as device damage or changes to service packages, and Convenience includes: Unlimited service packages are still in demand by all customers, both Mangoesky and Ubiqu, Speed includes: Speed in delivery, installation and handling disruptions.

Finally, **Service Encounter Experience (SEE)** at the last level, the researcher chose the activity of selling internet data vouchers. At this level, the most relevant Customer Experience Requirement (CER) is affordability, reliability, engagement, and speed which have quite a lot of involvement with artifacts. The researcher gets an idea of how Customer Experience Modeling (CEM) works, at this stage the remaining CERs have a lot of involvement with artifacts for the internet data voucher sales business. In Figure 3, the results can be identified as an approach to designing broadband satellite

services in Papua Province, the consumer segment for the use of the internet data voucher sales business.

**Conclusion**

Departing from Customer Experience Modeling (CEM) activities according to Figure 2 and Figure 3 above, the use of consumer segment broadband satellites is still dominated by business needs for selling internet data vouchers, so that future product design innovations can consider factors related to business activities, especially for selling internet data vouchers. There are 5 (five) CERs at the Service Experience (SE) level and finally become 4 (four) CERs that appear at the Service Encounter Experience (SEE) level, namely: Affordability, Reliability, Engagement and Speed. The design of future consumer segment products considers approaches at the Service Experience (SE) and Encounter Experience (SEE) levels to make it easier to find new customers, the design can also be used to attract the interest of existing competitor customers to products designed according to the results of this study. With this, it can provide the potential to attract new customers and competitor customers to join the PT. Telkomsat product ecosystem. Furthermore, referring to Figure 3 at the Service Encounter Experience (SEE) level, this can be followed up by researchers as a development of the Customer Acquisition Strategy (SCA) which will be explained below.

This strategy is used to provide recommendations for PT. Telkomsat in creating a broadband satellite product design to acquire competitor customers to use broadband satellite products using satellites that have been launched by PT. Telkomsat in early 2024 using HTS Ku-Band technology. Below is data processing from researchers on how to develop a Customer Acquisition (SCA) Strategy for Ku-Band HTS satellite customers based on Customer Experience Modeling (CEM) by analyzing the differences between the two products Mangoesky and Ubiqu.

1. Affordability : Telkomsat lowers service prices.
2. Reliability: Telkomsat uses HUGHES devices (Antenna, Modem, Transceiver), researchers recommend the HUGHES platform as shown in Figure 6. In addition, it is necessary to consider the Mangoesky service package/product in the future to add the option of adding backup power (Solar panel) and voucher printer tools. This makes it attractive to competitors' customers and adds additional value when offering to potential new customers.
3. Engagement: Telkomsat places AM/Sales in Jayapura so that in marketing the product they can go directly to the field, and potentially get a bigger market. In addition, AM/Sales can directly influence competitor customers to switch to Telkomsat's products.
4. Speed: Telkomsat is building a warehouse for broadband satellite product devices (Mangoesky/other products in the future) in Jayapura to speed up the delivery of materials to customers or new customers.

**Future Research Recommendations**

In this study, it opens up information for future research on Broadband Satellite in Indonesia such as:

1. How does Starlink's presence impact Local Broadband Satellite Providers in Indonesia.
2. Calculation of Costing and Competitive per-Mbps Tariffs for broadband satellite services using High Throughput Satellite (HTS) technology in Indonesia.

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