



DEVELOPMENT OF A B2B MARKET PENETRATION STRATEGY FOR ANTARES EAZY CCTV PRODUCTS AT PT TELKOM INDONESIA

PENGEMBANGAN STRATEGI PENETRASI PASAR B2B UNTUK PRODUK CCTV ANTARES EAZY DI PT TELKOM INDONESIA

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Abstract

The CCTV industry continues to grow rapidly and is projected to reach a global market value of USD 75 billion by 2025. Amid strong competition from international players such as Hikvision and Dahua, PT Telkom Indonesia seeks to strengthen the position of its Antares Eazy CCTV product in the B2B market. This study analyzes the determinants of Purchase Intention toward Antares Eazy using the PLS-SEM approach, focusing on Service Quality, product quality, Pricing, Trust, and Brand Awareness as a moderating variable. Data were collected from 47 companies that use or potentially use CCTV solutions. The findings demonstrate that Service Quality, product quality, and Pricing exert significant effects on Trust, which subsequently influences Purchase Intention. Brand Awareness reinforces this relationship. The findings highlight the need for improved after-sales service, product enhancement, and more competitive Pricing strategies to strengthen Antares Eazy's competitiveness in the B2B CCTV market.

Keywords : B2B market penetration, Antares Eazy, Trust, Purchase Intention, PLS-SEM.

Abstrak

Industri CCTV terus berkembang pesat dan diproyeksikan mencapai nilai pasar global sebesar USD 75 miliar pada tahun 2025. Di tengah persaingan ketat dari pemain internasional seperti Hikvision dan Dahua, PT Telkom Indonesia berupaya memperkuat posisi produk CCTV Antares Eazy di pasar B2B. Studi ini menganalisis determinan Niat Beli terhadap Antares Eazy menggunakan pendekatan PLS-SEM, dengan fokus pada Kualitas Layanan, Kualitas Produk, Harga, Kepercayaan, dan Kesadaran Merek sebagai variabel moderasi. Data dikumpulkan dari 47 perusahaan yang menggunakan atau berpotensi menggunakan solusi CCTV. Temuan ini menunjukkan bahwa Kualitas Layanan, kualitas produk, dan Harga memberikan pengaruh signifikan terhadap Kepercayaan, yang selanjutnya memengaruhi Niat Beli. Kesadaran merek memperkuat hubungan ini. Temuan ini menyoroti perlunya peningkatan layanan purna jual, peningkatan produk, dan lebih kompetitif Strategi penetapan harga untuk memperkuat daya saing Antares Eazy di pasar CCTV B2B.

Kata Kunci : Penetrasi pasar B2B, Antares Eazy, Kepercayaan, Niat Beli, PLS-SEM.



1. INTRODUCTION

The security and surveillance systems industry in Indonesia has been growing rapidly, aligned with the increasing need for security and the acceleration of digital transformation across various sectors. In 2023, the market value of AI-based CCTV reached USD 668.3 million and is projected to continue rising. This growth is driven by the implementation of smart city concepts, the increasing security demands of the private sector, and the adoption of IoT solutions and cloud-based security systems. These conditions make the security sector one of the most promising markets, attracting a wide array of service providers.

PT Telkom Indonesia, as the largest telecommunications company in the country, has entered this market with the Antares Eazy CCTV product, which is integrated into Telkom's digital ecosystem, including the national fiber-optic network and the Neucenrix data center. Although it enjoys infrastructure advantages, Telkom is a newcomer in a CCTV market long dominated by global players such as Hikvision and Dahua. As a challenger, Telkom must develop a more precise market penetration strategy, particularly in the Business-to-Business (B2B) segment, where purchasing behavior is more complex and involves multiple decision-makers.

The literature suggests that B2B purchasing decisions are influenced by service quality, product quality, price, and the level of trust in the service provider. Furthermore, several studies emphasize that brand awareness plays a key role in reducing perceived risk and strengthening trust, especially in technology-driven industries. However, empirical studies that integrate all these variables into a single research model within the context of Indonesia's CCTV industry remain limited. Most previous research has been conducted in international markets and does not account for local market characteristics or the strategic position of state-owned enterprises as technology service providers.

Addressing these research gaps, this study seeks to examine how service quality, product quality, and pricing influence B2B customer trust, along with investigating trust's impact on purchase intention for Antares Eazy CCTV products. Additionally, this research assesses brand awareness as a moderating factor in the trust-purchase intention relationship. The contributions are anticipated to advance B2B marketing scholarship within the security technology sector and offer strategic insights for PT Telkom Indonesia to formulate more robust market penetration approaches.

2. RESEARCH METHOD

This research adopts a quantitative methodology utilizing a descriptive-causal design. A survey instrument was developed to gather data examining the relationships among service quality, product quality, and pricing with trust and purchase intention, while incorporating brand awareness as a moderating factor. This approach was selected because it can empirically explain the relationships among variables in the B2B context for the Antares Eazy CCTV product. The research population consists of B2B companies that already use or have the potential to use CCTV services. The sample was determined through purposive sampling based



on specific criteria, such as companies that have subscribed for at least one year or that have a person responsible for security equipment procurement. Determination of the ideal sample size refers to Cochran's formula (1977), which is used when the population size is unknown. Cochran's formula is expressed as follows:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Information:

n_0 = minimum required sample size

$Z = 1.96$ (reflecting a 95% confidence interval)

$p = 0.5$ (estimated population proportion)

$e = 0.05$ (acceptable margin of error)

substituting the values into the formula:

$$n_0 = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{0,05^2} = 384,16$$

Thus, the ideal sample size was 385 respondents. However, the actual number of responses obtained was 47 companies. Although this number is smaller than the theoretical recommendation, analysis can still be conducted because partial least squares structural equation modeling (PLS-SEM) accommodates smaller samples while maintaining accurate parameter estimation for variable relationships. The research utilized dual data sources: primary and secondary. Primary data were gathered through five-point Likert scale surveys distributed to decision-makers and key stakeholders in B2B organizations via Google Forms and face-to-face encounters. Secondary data were obtained from PT Telkom Indonesia's annual reports, market research reports, and relevant academic literature.

Prior to executing the structural equation modeling procedure, comprehensive psychometric testing of the measurement tool was performed to verify validity and reliability. The assessment protocol incorporated multiple criteria: factor loading coefficients exceeding the 0.70 benchmark, average variance extracted (AVE) satisfying the 0.50 minimum requirement, and composite reliability indices for gauging internal consistency. Discriminant validity verification employed both the Fornell-Larcker approach and the heterotrait-monotrait (HTMT) ratio, adhering to the 0.85 upper limit. Additionally, the validity of individual items was confirmed through examination of their respective outer loading coefficients:

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Information:

r_{xy} = correlation coefficient between individual item scores and aggregate scores

n = total number of participants



X= individual item score

Y= cumulative score

An instrument achieves validity when its computed r value surpasses the critical r value at a 5% significance threshold. Reliability evaluation was conducted using Cronbach's alpha alongside composite reliability (CR), requiring a minimum coefficient of 0.70 to establish instrument reliability. Descriptive analysis was performed to depict respondents' characteristics and to evaluate each variable. The resulting percentages were then interpreted based on evaluation classifications ranging from 20 percent to 100 percent.

To examine relationships among variables, This research utilized Structural Equation Modeling through Partial Least Squares (PLS-SEM). PLS-SEM was selected because it is suited for small samples and non-normal data and can analyze models involving many constructs. The analysis proceeded in two stages: evaluation of the outer model (assessing indicator validity and reliability) and the inner model (testing structural relationships). Hypotheses were tested by bootstrapping with 5,000 subsamples and a one-tailed test, using the criteria t-statistic ≥ 1.65 and p-value < 0.05 . In addition to direct effects, this study examined the mediating effect of trust using the approach of Preacher and Hayes and the moderating effect of brand awareness using the product indicator technique. These tests provide a comprehensive picture of how service quality, product quality, pricing, trust, and brand awareness influence purchase intention in the B2B market for Antares Eazy CCTV.

3. RESULT AND DISCUSSION

a. Respondent Characteristics

The survey was conducted on 47 respondents who were decision makers and influencers in the security system procurement process at B2B companies. Respondents came from various industrial sectors, providing a representative picture of market perceptions of Antares Eazy CCTV products.

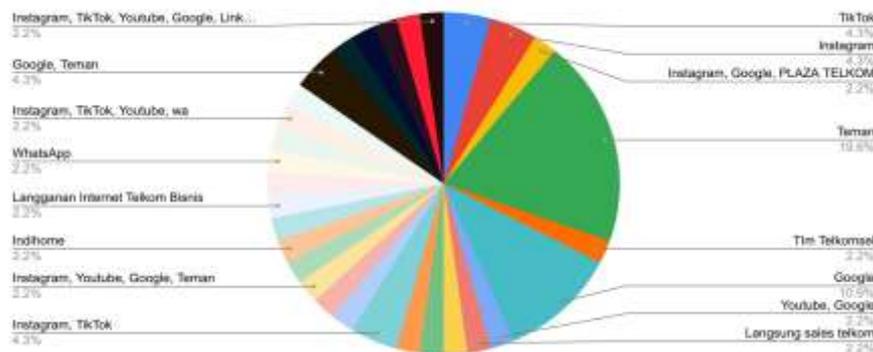


Figure 1 Respondent Characteristics Based on Information Sources

Based on information sources, most respondents learned about the product through Google (23%). This finding shows that digital searches are still the main channel in the initial product information process. In addition, recommendations from friends and direct contacts



from Telkom are supporting channels in shaping the initial awareness of potential B2B customers.

Regarding gender distribution, male participants constituted the majority at 93.6%. This is in line with the characteristics of the technology and security sectors, which involve many male technical professionals as key decision makers. In terms of age range, the 36-45 age group dominated with 38.3%, followed by the 46-55 age group with 31.9%. These two groups reflect the managerial and senior-level categories that generally play a direct role in assessing the security system needs of an organization.

Based on industry, the largest number of respondents came from the education sector (36.2%), followed by government agencies/state-owned enterprises (23.4%). This shows that the smart campus and smart government sectors are potential markets that Telkom can maximize.

b. Research Result

1.b.1. Descriptive Analysis of Research Variables

Descriptive statistical analysis was performed to assess respondents' perceptions of each research variable. The resulting classifications were interpreted using the following ranges:

Table 1 Classification of Respondent Assessment Scores

Assessments Percentage	Classification
20% - 36%	Not Good
>36% - 52%	Not Good
>52% - 68%	Fair
>68% - 84%	Good
>84% - 100%	Very Good

Source: Data Processing Results 2025

- **Service Quality – 69% (Good)**

Respondents rated technical service and support team responsiveness as the most prominent aspects. This is consistent with the SERVQUAL concept, which emphasizes responsiveness and reliability as the main pillars of service quality.

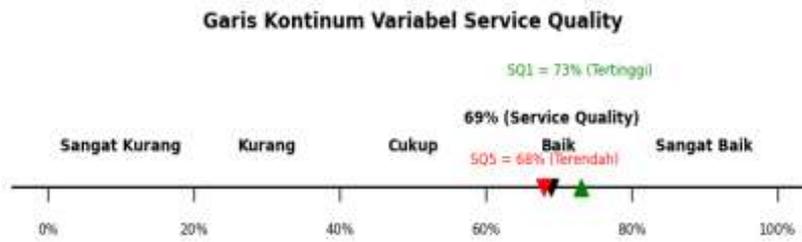


Figure 2 Continuum Line of Service Quality

- **Product Quality – 70% (Good)**

Product performance received the highest score, indicating that the technical specifications of Antares Eazy CCTV are perceived to meet business needs. However, the design and aesthetics aspects are still considered adequate.

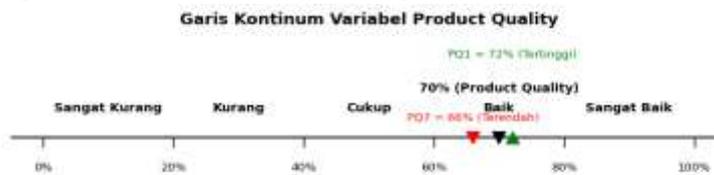


Figure 3 Continuum Line of Product Quality

- **Pricing – 64% (Fair)**

Prices are considered not yet fully competitive. Low perception of discount programs and promotional schemes indicates the need to improve the pricing strategy in the face of competitors.

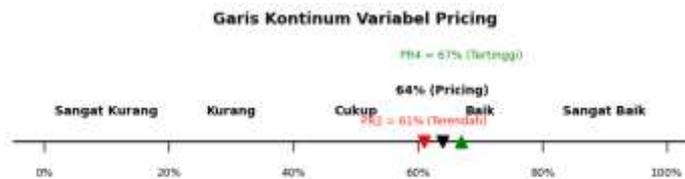


Figure 4 Continuum Line of Pricing

- **Trust - 74% (Good)**

This variable received the highest score. Telkom's reputation is the main contributor to the formation of trust, in line with the *commitment-trust* theory which places reputation as a factor in the formation of *cognitive trust*. The total score for the *Trust* variable is 74%, which falls into the good category, and is included in the continuum line as follows:

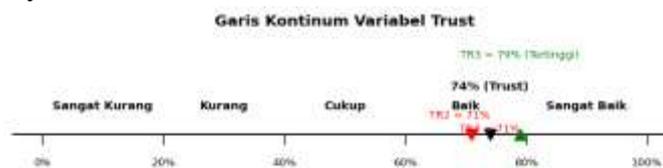


Figure 5 Continuum Line of Trust



- **Brand Awareness – 55% (Fair)**

The level of awareness is at the recognition stage, not yet reaching recall. The logo and brand identity are not yet fully established in the minds of B2B customers. The total score percentage for the Brand Awareness variable is 55%, which falls into the fair category, and is then included in the continuum line as follows:



Figure 6 Continuum Line of Brand Awareness

- **Purchase Intention B2B – 62% (Fair)**

CCTV Antares Eazy is in *the consideration set*, but is not yet the top preference. The repurchase intention indicator received the lowest score, indicating the need for a customer retention strategy. The total score percentage for the B2B *Purchase Intention* variable is 62%, which falls into the adequate category, and is then included in the continuum line as follows:



Figure 7 Continuum Line of B2B Purchase Intention

1.b.2.SEM-PLS Analysis

This research employs SEM-PLS methodology to examine the variable relationships through a two-phase approach: the external model evaluates measurement validity and item reliability, while the internal model assesses structural relationships among latent constructs.

1. Outer Model

The assessment parameters employed for evaluating the outer measurement model encompass validity examinations incorporating convergent validity alongside discriminant validity measures.



Table 2 AVE, Composite Reliability, dan Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
<i>Brand Awareness</i>	0.926	0.945	0.811
<i>Purchase Intention</i>	0.967	0.974	0.883
<i>Product Quality</i>	0.978	0.981	0.882
<i>Pricing</i>	0.963	0.972	0.873
<i>Service Quality</i>	0.962	0.971	0.868
<i>Trust</i>	0.959	0.968	0.859

Source: Data Processing Results 2025

Convergent validity for the measurement model was assessed by analyzing the correlations between the Average Variance Extracted (AVE) and the outer loading coefficients. The analysis revealed that all indicators exhibited outer loading values above 0.70, AVE values exceeding 0.5, and both Composite Reliability and Cronbach's Alpha coefficients greater than 0.7. These statistical thresholds demonstrate that all latent constructs satisfy the criteria for validity and reliability.

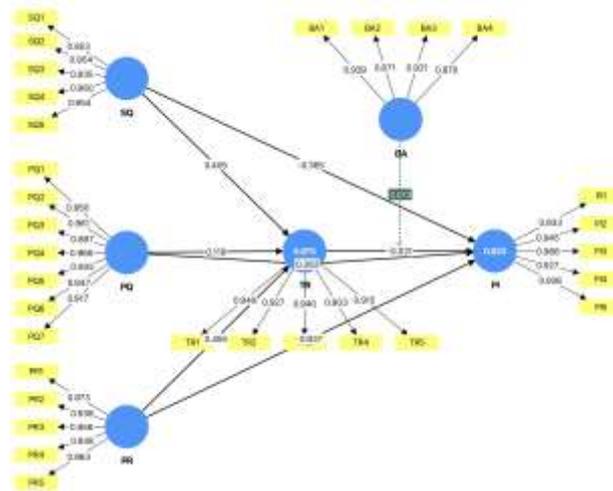


Figure 8 Full Research Model Results (Outer Model)

2. Inner Model

The inner model analysis was conducted to examine the interrelationships among latent constructs by evaluating the coefficient of determination (R^2), the predictive relevance index (Q^2), and the effect magnitude (f^2) within the research framework.

**Table 3 R-Square Values**

Variable	R-square	R-square adjusted
<i>Trust (Z)</i>	0.876	0.867
<i>Purchase Intention (Y)</i>	0.663	0.639

Source: Data Processing Results 2025

The coefficient of determination (R^2) for the combined effects of Service Quality, Product Quality, and Pricing on Trust yielded a value of 0.876, classified as substantial, demonstrating that these three constructs collectively account for 87.6% of the variance in Trust. Conversely, the R^2 value examining the joint influence of Trust and Brand Awareness on Purchase Intention reached 0.663, categorized as moderate, signifying that these variables explain 66.3% of the variability in Purchase Intention.

Table 4 Q-square predictive relevance Values

Variabel	Q ²	Category
<i>Trust</i>	0.868	High
<i>Purchase Intention</i>	0.710	High

Source: Data Processing Results 2025

The predictive relevance index (Q^2) assessing the combined effects of Service Quality, Product Quality, and Pricing on Trust obtained a value of 0.868, categorized as substantial, demonstrating robust predictive validity. Similarly, the Q^2 value examining the joint influence of Trust and Brand Awareness on Purchase Intention yielded 0.710, also classified as substantial, confirming that the structural model possesses superior predictive relevance.

Table 5 F-Square Effect Size

Relationship	F ²	Category
<i>Service Quality -> Trust</i>	0.098	Low
<i>Product Quality -> Trust</i>	0.014	None
<i>Pricing -> Trust</i>	0.442	Large
<i>Trust -> Purchase Intention</i>	1.559	Large
<i>Brand Awareness -> Purchase Intention</i>	0.013	None

Source: Data Processing Results 2025

The f-square value shows that Pricing has a large effect size on Trust (0.442), and Trust has a very large effect size on Purchase Intention (1.559). Meanwhile, other variables have a small or no effect size.

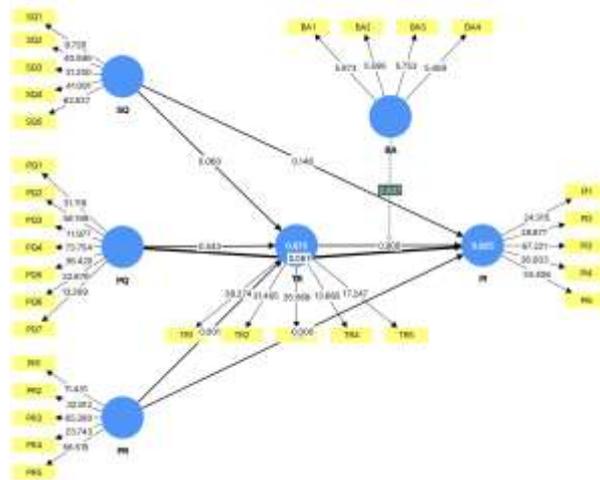


Figure 9 Full Model Research Results (Inner Model)

c. Hypothesis Testing

1.c.1. Path Coefficient

Hypothesis evaluation was performed by analyzing the t-statistical values and significance levels derived from the SmartPLS bootstrapping procedure. The proposed hypotheses were validated when t-statistics exceeded 1.96 and p-values remained below 0.05. The empirical findings revealed that:

- Service Quality demonstrates a moderate positive effect on Trust (accepted)
- Product Quality exhibits a moderate influence on Trust (accepted)
- Pricing shows a weak impact on Trust (accepted)
- Trust exerts a strong effect on Purchase Intention (accepted)
- Brand Awareness displays a moderate relationship with Purchase Intention (accepted)

Most of the direct influence of Service Quality, Product Quality, and Pricing on Purchase Intention are rejected.

1.c.2. Indirect Effect

Trust was found to significantly mediate the relationship between:

- Service Quality demonstrates a weak influence on Purchase Intention
- Product Quality exhibits a weak effect on Purchase Intention
- Pricing shows a weak relationship with Purchase Intention

This indicates that B2B customers are more influenced by trust before forming purchase intentions.

1.c.3. Moderation Effect

Brand Awareness significantly moderates:

- Trust influences Purchase Intention
- Service Quality affects Trust, which subsequently impacts Purchase Intention
- Product Quality shapes Trust, thereby influencing Purchase Intention

However, **it does not moderate** the influence of Pricing.



d. Discussion

The empirical findings establish that Trust emerges as the predominant determinant of Purchase Intention. Telkom's corporate reputation serves as a critical asset in cultivating B2B customer confidence. While Service Quality and Product Quality contribute substantially to Trust development, certain dimensions including product design and post-sales support require enhancement. Although Pricing exhibits the weakest direct effect on Trust, it remains statistically significant, suggesting that B2B clientele prioritize value proposition over cost considerations alone. Brand Awareness, despite operating at the recognition stage, has demonstrated efficacy in reinforcing the Trust-Purchase Intention linkage. In synthesis, the findings reveal that Antares Eazy's successful B2B market penetration necessitates an integrated approach encompassing consistent service excellence, dependable product functionality, robust organizational credibility, strategic pricing mechanisms, and enhanced Brand Awareness initiatives.

4. CONCLUSION

This research establishes that the B2B market penetration strategy for Antares Eazy CCTV solutions is substantially shaped by Service Quality, Product Quality, and Pricing, operating through Trust as a mediating mechanism and Brand Awareness as a moderating construct. The empirical evidence demonstrates that Trust constitutes the primary determinant in Purchase Intention development, whereas Brand Awareness reinforces specific variable interrelationships, particularly those concerning service and product quality dimensions. While Pricing exhibits statistical significance, its influence on Trust formation remains comparatively modest relative to other constructs. Collectively, the findings validate that enhancing B2B Purchase Intention for Antares Eazy surveillance systems necessitates a multifaceted approach: optimizing service and product quality standards, implementing value-oriented pricing frameworks, cultivating customer confidence, and amplifying Brand Awareness within the surveillance technology sector.

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