

CHAPTER II

DESCRIPTION OF THE RESEARCH OBJECT

2.1. Profile and Background of Telekomunikasi Seluler

Telkomsel is established on the 26th May 1995 as Indonesia's current leading mobile digital lifestyle and communications services provider. Headquartered in Jakarta, Telkomsel serves 159.39 million mobile customers nationwide. They operate 271,040 base transceiver stations (BTS) across Indonesia to ensure broad and reliable network coverage, including remote and underserved areas. As a pioneer in digital connectivity, Telkomsel mission as a company is to lead Indonesia's digital transformation through innovation and technology adoption. Through corporate social responsibility initiatives, Telkomsel actively empowers communities and contributes to environmental conservation, reinforcing their mission to create a more connected, inclusive, and sustainable future for Indonesia.

2.2. Vision, Mission and Logo of Telekomunikasi Seluler

2.2.1. Vision of Telekomunikasi Seluler

To be the best digital telecommunication service provider in the region by empowering Indonesians to make a better today and excellent tomorrow.

2.2.2. Mission of Telekomunikasi Seluler

To provide innovative and excellent connectivity, service and solution for everyone, every home, and every business to achieve more.

2.2.3. Logo of Telekomunikasi Seluler

The Telekomunikasi Seluler logo is heavily inspired by Batik, Indonesia's cultural heritage. The curves and patterns mimic traditional batik carvings, symbolizing a modern brand that remains deeply rooted in Indonesian identity. The central visual is a 'portal', a red and yellow toned arch or gateway that represents Telkomsel's role as a gateway to a world of digital possibilities and new opportunities. The typography itself is a custom font called "Telkomsel Batik Sans" created by the Indonesian design firm Degarism Studio based in Bandung. It mixes uppercase and lowercase letters to appear more friendly, approachable and customer-centric. The company also changed their famously brand writing from using all uppercase letters to only using it at the beginning of the brand name to appear more friendly.



Figure 2.1 Telkomsel Logo
Source: Telkomsel.com (2021)

2.3. Carbon Offset Program or Telkomsel *Jaga Bumi* Initiative

Launched in 2022, Carbon Offset Program serves as a vital mechanism for organizations and individuals to compensate for their greenhouse gas emissions by funding projects that reduce or remove carbon from the atmosphere. These initiatives typically include reforestation, renewable energy development, or wetland restoration. Within the framework of sustainability management, offsetting is often the "final mile" of a decarbonization strategy, addressing the unavoidable emissions that remain after direct reduction efforts have been exhausted. For consumers, these programs provide a tangible way to mitigate their personal environmental impact, often mediated by the service providers they use daily.

As Indonesia's leading telecommunications provider, Telkomsel has formalized its commitment to environmental preservation through the Telkomsel *Jaga Bumi* initiative. This program represents a holistic approach to Corporate Social Responsibility (CSR) that integrates environmental consciousness into the brand's core identity. A cornerstone of Telkomsel *Jaga Bumi* Initiative is its Carbon Offset Program, which empowers customers to exchange their loyalty points (Telkomsel POIN) for a contribution toward environmental projects, such as mangrove planting in various coastal regions of Indonesia.

By bridging the gap between digital services and ecological conservation, Telkomsel *Jaga Bumi* seeks to heighten Environmental

Awareness among its vast user base. The initiative aims not only to restore local ecosystems but also to catalyze Customer Participation in the circular economy, ultimately positioning the company as a leader in Indonesia's transition toward a greener future.

2.4. Respondent Criteria

This research uses purposive sampling through online questionnaire to gather its respondents and data. The respondent criteria entail male or female of the ages above 18, resides in Semarang City, are an active user of Telkomsel SIM card and have actively participated or is only heard of Telkomsel's Carbon Offset Program specifically the *Jaga Bumi* Initiative. As Google Form is used as the media to gather responses, the amount this research needs are 100 respondents.

2.4.1. Based on Age

This research has a grouped age range to see the distribution of Telkomsel's consumers age as the research object. The research starts at 18 and ends at 70 since it's the legal age currently in use in Indonesia and it's the usual age range of adults who are legally and mentally capable to make their own decisions.

Table 2.1 Age Respondents Age

No	Age Range	Frequency	Percentage (%)
1	18-20 Years Old	5	5%
2	21-30 Years Old	40	40%
3	31-40 Years Old	29	29%
4	41-50 Years Old	16	16%
5	51-60 Years Old	10	10%
6	61-70 Years Old	0	0
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.1, the 21–30 age group dominates with 40 respondents (40%), followed by 31–40 age group at 29%. The sample clearly skews toward productive-age adults (around 21-40 years old with 69% combined) with minimal representations at the extremes (where 18-20 years old with 5%, 51-60 years old with 10% and none with 61-70 years old). Trends are described as clear inverted U-pattern, where respondents concentrate in the younger adult bracket which then taper off progressively with age. These findings are also constant with the YouGov chart cited in Chapter 1, where 66% of Indonesian aged 18-34 are familiar with eco-labels. This demographic also aligns with Telkomsel’s primary digital customer base. This respondent data findings are consistent with establishing the generational relevance where younger users are both Telkomsel’s segment and its environmentally aware cohorts.

2.4.2. Based on Gender

This research has a grouped gender range to see the distribution of interest surrounding the Carbon Offset Program from Telkomsel.

Table 2.2 Gender Respondents Data

No	Gender	Frequency	Percentage (%)
1	Male	64	64%
2	Female	36	36%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.2, the male gender is the majority of the respondent on this research with 64 people or 64%. While the female

gender has only 36 people or 36% as the minority. Trend is showing a single-direction skew with no middle category, where binary distribution favors the male portion of the data. The gender gap is notable but not unusual for telecom-oriented studies in Indonesia. Male respondents tend to exhibit higher active digital service engagement, which is consistent with higher POIN accumulation behavior and thus relevance to the Carbon Offset Program mechanics.

2.4.3. Based on Location

This research has a grouped location range around pivotal areas of Semarang City to map out the distribution of respondent's residences.

Table 2.3 Location Respondents Data

No	Location	Frequency	Percentage (%)
1	Semarang Pusat	28	28%
2	Semarang Utara	7	7%
3	Semarang Timur	21	21%
4	Semarang Barat	7	7%
5	Semarang Selatan	37	37%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.3, the majority respondents reside in Semarang Selatan (Banyumanik, Gunungpati, Tembalang, etc.) with 37 people or 37%. With the small recorded minority respondents recorded reside in Semarang Utara (Gayamsari, Genuk, etc.) and Semarang Barat (Ngaliyan, Mijen, Tugu, etc.) with 7 people each or 7%. With the data showing distribution across all five administrative districts of Semarang, it indicates geographic representativeness

within the defined population boundary. Thru south-center-east concentration pattern, with Semarang Utara and Semarang Barat markedly underrepresented (7% each). This may reflect the questionnaire's online distribution channel and population density differentials across districts. These findings are consistent with the defined population derived from Semarang City's 2024 BPS data. Geographic spread validates the Semarang scoped population claim. The dominance of Semarang Selatan aligns with its higher residential density and educated urban demographic, which is consistent with the Bachelor Degree dominance seen in Table 2.4. It also shows how respondents either in urban or peri-urban residences have different Telkomsel's service accessibility.

2.4.4. Based on Educational Background

This research has a grouped highest level of educational background to determine a general overview of respondents' profiles. The distribution of respondents is shown in the following table.

Table 2.4 Educational Background Respondents Data

No	Age Range	Frequency	Percentage (%)
1	Senior High School	31	31%
2	Bachelor Degree	65	65%
3	Master Degree	4	4%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.4, the majority respondents have bachelor's degree as their highest level of education with 65 people or 65% of the total respondents. Followed with senior high school degree with

31 people or 31% and a master's degree with a total of 4 people or 4% to round up the final count of respondents. Based off the data, the sample is formed of highly educated people with 69% holding a tertiary qualification (Bachelor and Masters combined) which shows a right-skewed education distribution. Based on the data, it can be assumed that each respondent has the ability to understand each questionnaire questions and provide appropriate answers to each of their own circumstances without any bias. This is a critical contextual finding, where higher education is an established antecedent of environmental awareness (Biswas & Roy, 2015; Stern, 2000). It also confirms the purposive sample's intellectual capacity to evaluate Telkomsel's sustainability claims which is relevant to Green Trust's construct plausibility.

2.4.5. Based on Occupation

This research has a grouped occupation title to determine each respondents' economic background which may influence their day-to-day lifestyles and preferences. The distribution of respondents is shown in the following table.

Table 2.5 Occupation Respondents Data

No	Occupation Title	Frequency	Percentage (%)
1	Student/College Student	24	24%
2	Freelancer	5	5%
3	BUMN	7	7%
4	Civil Servants/Army/Police	1	1%
5	Private Sector	43	43%
6	Housewife	2	2%
7	Entrepreneur	15	15%
8	Etc.	3	3%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.5, the majority of the respondents works in private sectors establishments with 43 people or 43% of the total respondents followed by students/college students at 24% and entrepreneurs at 15%. The sample is predominantly working-age and economically active, with salaried/self-employed respondents making up to 70% (Private Sector + BUMN + Entrepreneur + Freelancer + Civil Servants combined). It shows a tri-modal tendency, where private sectors, students and entrepreneurs form the three dominant clusters while housewife, civil servants/army/police and etc. are marginal. This respondent data shows how occupational profile informs the plausibility of Telkomsel's POIN accumulation, where employed users accumulate more loyalty points. Thus, has more of a capacity to convert those loyalty points in the Carbon Offset Program.

2.4.6. Based on Income

This research has a grouped income range per month to analyze each of the respondents' financial power to consume a product as a consumer. The distribution of respondents is shown in the following table.

Table 2.6 Income Respondents Data

No	Income	Frequency	Percentage (%)
1	≤Rp. 2.500.000	19	19%
2	>Rp. 2.500.000-5.000.000	21	21%
3	>Rp. 5.000.000-7.500.000	12	12%
4	>Rp. 7.500.000	48	48%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.6, The highest income bracket (>Rp. 7,500,000/month) dominates at 48% (48 respondents), with >Rp. 2,500,000–5,000,000 at 21% and ≤Rp. 2,500,000 at 19%. Nearly half the sample earns above Rp. 7.5 million monthly, indicating a relatively affluent respondent profile. Which then forms a reverse-J distribution, where the sample peaks at the highest bracket rather than concentrating in mid-income brackets. The data shows how income affects both Telkomsel usage intensity, where higher income equals higher data/call spending which could lead to more accumulation of POIN. Higher income also suggests more willingness to engage in discretionary pro-environmental behavior. This income profile substantiates the high Green Trust and Customer Loyalty construct means and the purposive sampling criterion of program awareness, with higher-income users are more likely to

have encountered *Jaga Bumi* Initiative through premium service touchpoints.

2.4.7. Based on Telkomsel Usage Period

This research has a grouped Telkomsel internet provider usage period to observe the longevity and consumers' willingness to stick to one specific internet provider for a period of time. The distribution of respondents is shown in the following table.

Table 2.7 Telkomsel Usage Period Respondents Data

No	Usage Period	Frequency	Percentage (%)
1	<1 Year	10	10%
2	1-5 Years	33	33%
3	>5 Years	57	57%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.7, Long-term users (>5 Years) dominate decisively at 57% (57 respondents), followed by 1–5 Years at 33%. 90% of the sample has used Telkomsel for more than 1 year, indicating a sample with established brand familiarity. A clear right-skewed loyalty pattern where usage duration concentrates heavily at the longest bracket, with short-term users (<1 Year) as a small minority at 10%. The respondent data shows how long-term users have accumulated more POIN, have greater brand attachment, and are more likely to have developed the affective loyalty captured by the Customer Loyalty construct. The >5 Years dominance directly supports the high concentration of Customer Loyalty mean and provides behavioral grounding for Green Trust (where trust is built

over time) and Customer Participation (where familiarity reduces participation barriers).

2.4.8. Based on Awareness of Telkomsel’s Carbon Offset Program

This research has a grouped awareness of Telkomsel’s Carbon Offset Program: *Jaga Bumi* Initiative to see the distribution of Telkomsel users who are aware of the program in the first place. The data is divided into two categories; have actually participated and have only heard yet never participated, to clearly distinguish how far the consumers acknowledgement and understanding of the actual program.

Table 2.8 Awareness of The Program Respondents Data

No	Awareness	Frequency	Percentage (%)
1	Have Participated	32	32%
2	Have only Heard, Never Participated	68	68%
TOTAL		100	100%

Source: Processed Primary Data (2026)

As per Table 2.8, majority of the respondents have only heard of the program without actually participating in one with 68 people or 68%. While the other 32 people or 32% have said to have participated in the program. This shows that all 100 respondents satisfy the minimum awareness criterion (purposive sampling gate), confirming sampling integrity. The 2:1 ratio of passive-to-active awareness is significant because it empirically mirrors the intention-action gap mentioned in Chapter 1, where Telkomsel displays limited visible adoption despite program promotion. The 68% passive awareness rate is a feature of the sample that directly

validates the research problem. Where the sample is dominated by non-participants which allows the study to examine what drives the transition from awareness to participation, which explains what Customer Participation and the mediating role, Customer Loyalty.