

## Abstract

### **“The Phenomenon of Personal Shoppers among Women in Urban Cities of Indonesia” (Bandung and Jakarta)**

**Martha Tri Lestari**

**martha.djamil@gmail.com/marthadjamil@telkomuniversity.ac.id**

**Itca Istia Wahyuni**

**cha.istia@gmail.com**

**Communication&Business Faculty - Telkom University**

**Telekomunikasi st, no. 1 Bandung-Indonesia**

*The profession of a Personal Shopper is relatively new, which started in the 20<sup>th</sup> Century in Europe but is still seen as eccentric in Indonesia. A Personal Shopper is somebody who has a profession similar to a personal fashion stylist in which helps in choosing fashion items for the client. Before starting, a personal shopper is most likely to analyse the client based on body proportion, skin colour, fashion style, lifestyle and financial state. The way a personal shopper works can vary; either he/she will shop alongside the client or by themselves.*

*In urban cities such as Bandung and Jakarta it can be said that the use of personal shoppers has already started to become something usual for working women, business women and or housewives. By using a personal shopper, urban women can obtain help with their need as a consumer for home living products, fashion and as an advisor to aid for their wedding day. From the perspective of a personal shopper, they can still not be identified to fulfil the marketing mix of services such as product, price, place, promotion, people, process and customer service.*

*Therefore, for this study, the method of research used is descriptive. The technique of compiling data, apart from observations based on current phenomenon's is the activity of a Focus Group Discussion (FGD) as the main technique. Apart from this, the researcher will also use a series of interviews and the examination of documents along with other artefacts to complete the data. For the conducting of a FGD, those involved are personal shoppers and the users of personal shoppers (urban women of Bandung and Jakarta).*

**Keyword: Personal Shopper, Marketing Mix of Services, Consumer Behaviour**

## Introduction

Nowadays, the growth of technology has risen rapidly. This can be seen on the development of media which has now become the publication media used by companies, especially in Indonesia. Media is not what it was before, traditional media or also known as conventional mass media such as newspapers, magazines, tabloids and other platforms which has constraints of the time used to reach the public, scheduled show times and also scheduled publishing that has made information not easily accessed at all times.

The weakness of media that have limitations in place, time and even pages is overcome by online media which can be accessed anytime and anywhere (Romli, 2012: 34). Currently, media has transformed to the era of convergence media, where access to news, and marketing content, businesses have shifted to the convergence era. These matters are what have sparked small, large, retail and service businesses to use such media which is considered to be more efficient in time and costs.

Based on ComScore's report, 46 percent of internet users are women. Even though this amount is lower compared to men, woman users dominate most aspects of the digital realm. In average, women use 24,8 hours in a month online, longer than the average man who uses 22,9 hours per month online. On a social basis, women are also much more active. They use an average of 16,3 percent of their time online on their social media accounts, while men only use 11,7 percent.

When it comes to expenditures, women also dominate e-commerce. In China, 60 percent of online buyers who spent more than RMB 100.000 (around IDR 199,3 million) were women last year. In Indonesia, a majority of online buyers are also women. In short, the market segment of women is large. According to Nielsen's report, female and male consumers have different consumer behaviour. They have different preferences and are known to give different decisions. (<http://id.techinasia.com/perilaku-konsumen-wanita-internet-startup-asia-jakarta/>, accessed June 12 2015 3.20 AM).

According to the research that was done in 10 cities with 1.213 respondents with an age range of 18-45 years, the online shopping industry in Indonesia is predicted to experience a strong growth in the future. BMI research recorded that the average online shopper in Indonesia spends up to IDR 825.000 in a year per person. This number is projected to increase significantly in the year 2015, reaching a total of IDR 50 trillion or a twofold to

threefold increase (<http://id.techinasia.com/transaksi-belanja-online-indonesia-2015/>, accessed June 12 2015, 3.22 AM). According to the same survey, 64 percent of the women who do online shopping admit to be affected by reviews from other buyers, 95 percent of them consider that testimonies are important, and 78 percent of women consumers has a need for recommendations to do an online purchase.

Such a phenomenon has also caused the emergence of online businesses and services that allows consumers to entrust their purchases both online or offline or more commonly known as a personal shopper.

*A personal shopper is a profession where someone helps another person to shop and give advice or recommendations towards the customer. They mostly work in department stores or boutiques (even though there are such services available freelance or online). Their focus is usually towards fashion, although there are some that focus on non-fashion goods such as electronic, furniture and other products. A personal shopper will give their attention and focus on a personal basis and give advise about fashion trends towards their clients, assist in giving recommendations about what looks good when worn or even organize the clients' whole wardrobe based on what is trending in fashion and according to season. They usually also give advise about colour analysis' to help the client in understanding which colours suits them well or which colours should be used according to season (<https://id-id.facebook.com/notes/garlick-store>, accessed June 12 2015, 1.30 am).*

Individuals who use a personal shopper usually originate from celebrities, famous people who do not want to look bad in public, children of high-ranked officials, or career women who have the desire to shop yet do not have the time to do it their selves. The estimated employment for 2014-2019 obtained from several article sources about women employment in Indonesia one of them being from BPS (*Badan Pusat Statistik Jakarta*) in 2013, stated that the working age population, level of workforce participation and overall levels of workforce is expected to increase because Indonesia obtained an advantage from the increase of total population itself. In 2019, the Indonesian workforce is to increase from 120 million to 123 million individuals. The young women workforce participation is estimated to increase because of the easy access to education and training, while nowadays, what is needed is the strategy to support the information and access for women towards the available jobs.

The gender gap between vulnerable jobs is also estimated to decrease due to the decrease in women who are housewives. Due to the transition from family-based jobs to the

external world which are not family units, challenges arise. From this, there needs to be programs that can help support women to build their skills and access towards formal jobs.

The results from a survey conducted by *Litbang Kompas* done in March-April 2015 in six big cities (Jakarta, Yogyakarta, Bandung, Surabaya, Medan, and Makassar) it is shown that the middle class consists of 50,3 percent, the upper middle class consists of 3,6 percent and where the rest is the upper class (1 percent), lower (39,6 percent), and below low (5,6 percent). With a dominating middle class, Indonesia can be represented by this class. The consumptive behaviour which fell due to the financial crisis, is now emerging with a very high pace. This can be seen from the sales of consumptive goods. Consumptive behaviour is not classified purely based on food, but this behaviour has a large context, such as the purchase of luxury brands as form of social existence. Such consumptive behaviour can be seen as a social behaviour in which is oriented towards the consumption of all goods without classifying them based on needs which are: Primary, Secondary and Tertiary. Everything is bought without putting into mind whether or not there is a need for the particular good. The usage value is no longer considered important, as social existence is mostly put first. (<http://nasional.kompas.com/read/2012/06/08/11204529/Kelas.Menengah.Konsumtif.dan.Intoleran>, accessed June 12 2015, 3.10 PM).

From the data above, it can be said that the total female working force currently has a higher percentage compared to males with high consumptive behaviour in urban cities such as Jakarta, Yogyakarta, Bandung, Surabaya, Medan and Makassar. Therefore, the researcher is interested in furthermore see the phenomenon of personal shoppers which is happening in Indonesia, especially in cities such as Bandung and Jakarta where a large amount of career women who are spread around the area, will be chosen as key informants within this study. From this background, the researcher has chosen the title: “The Phenomenon of Personal Shoppers among Women in Urban Cities of Indonesia” (Bandung and Jakarta).

## **Literature Review**

### **Understanding of Service**

According to William J. Stanton, quoted by Buchari Alma (2009:243) that the definition of service is something which can be identified as something separated and intangible, is offered to fulfil needs. As for the definition of services according to Zeithalm and Bitner, quoted by Buchari Alma (2009:243) is an economic activity which output is not a

product consumed at the same time of production and gives additional value (such as pleasure, entertainment, leisure, health) and is intangible.

### **Marketing Service and Relationship Marketing**

Relationship marketing is basically an alternative strategy towards the approach of a traditional marketing mix (tends to be transactional) as a way to obtain a competitive advantage which is sustainable with the finest way of maintaining customers for a long term. In other words, Relationship Marketing is an implementation of philosophical orientation towards customers that allows the company to maintain them through loyalty and commitment obtained from the customers (Lupiyoadi: 2013).

### **Marketing Mix for Services**

A marketing mix is a tool for marketers that consists of several aspects of a marketing program which is needed to be considered in order to implement a successful marketing strategy and positioning. The traditional marketing mix of goods and services is slight different to the more modern marketing mix for services. Originally, it consisted of 4P: Product, Price, Place and Promotion. As for the marketing mix for services, experts have added an additional 3 elements which are: People, Process and Customer Service (Kotler, 2003:10).

#### **Product**

Consumers do not only purchase the physical aspect of a product, but also the benefits and value of the products known as “the offer”. Focusing on the concept of The Brand to Commodity Continuum. Lead the product in order for it to appear different so it can give a special impression.

#### **Price**

Decisions about determining the price must be consistent to the marketing strategy. The strategy of determining the price needs to consider the goal of pricing itself, which is to sustain, maximize profit, maximize sales, prestige, and return on investment.

## **Place**

Place within the service industry implies the delivery system from producer to consumer where the location is strategic. There are three parties that are involved in the delivery of service which are: provider of service, intermediary, and the consumer.

## **Promotion**

Successfulness of promoting a service depends on: the ability to identify the target, the ability to decide the purpose of promotion, the ability to develop a message towards targets, and the ability to choose the communication mix.

## **People**

'People' has a function of providing the services and the quality of the service given. In order to obtain quality, there needs to be staff training so employees are capable of satisfying consumer. The aim is to encourage a performance that can satisfy consumers.

## **Process**

Process in marketing services is related to the quality of service given, especially in the system of delivering the service itself.

## **Customer Service**

Customer service leads to the activity before transactions, during transactions, and after transactions. Activity before transactions will affect the activity during and after transactions. The aim of this, is for consumers to give a positive response and show high loyalty.

## **Personal Shopper**

The quality of a personal shopper towards a client according to Organization Public Relationship (OPR) based on the clients' profile which includes gender, age, job, amount of transactions and length of being customer, can be seen through four dimensional outcomes that is produced which are: trust, satisfaction, commitment, and control mutuality (Rosady, 2005:339).

To see the quality between the personal shopper and client, an OPR (Organization Public Relationships) concept is used. The OPR concept is a concept used to see the reciprocal relationship between the company and public or in other words, if there is a

dependency among the two. As for to simplify the evaluating OPR based on failure or success in building a relationship; it is based on outcomes, to what is claimed by Hon and Gruning (1999). That outcomes can be seen to understand the effect on the change of attitude and public behaviour from an output that is accepted by the public. Outcomes can be measured by using four dimensions. These dimensions are trust, satisfaction, commitment, and control mutuality. (<http://e-journal.uajy.ac.id>, accessed on June 12 2015, 2.06 PM).

## **Consumer Behaviour**

Shiffman and Kanuk in Suhartono (2004:107) claim that “*Consumer behavior can be defined as the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect will satisfy they needs*”.

Behavior that is considered by consumers when searching, buying, using, evaluating and disregarding a product, service or idea that is expected to satisfy the consumer to fulfill their need and consume the offered products and services.

Consumers are individuals or groups that purchase, are users or use the products/service provided by the producer. As a consumer, we are required to be smart and critical. Smart in this case means that we need to know what the benefits and use of products we purchase. Critical in this sense, means that we need to be observant and careful in choosing the offered products.

The activity of a consumer that is related to finding, picking, buying, using and evaluating a product or service which is bought, is known as consumer behavior. Consumer behavior itself has become the focus of market research conducted by companies, where companies may determine when and where their products should be distributed.

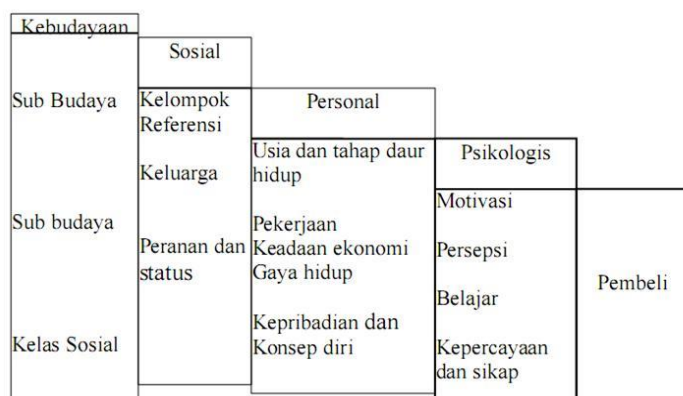
## **Female Consumer Behavior**

Female consumer behavior is extremely different compared to males. This is mostly due to the tendency of women purchasing goods as they are affected by the outer surface of a product. Not only this, but women also have a tendency to purchase newly-released products along with buying a product not to fulfill their needs, but simply to higher their prestige.

Although, this case becomes different when it comes to career women or housewives. Normally, a career woman will prioritize her business matters compared to regular women. Such women, are not the type to spend much time in malls just to purchase the newest

products. Career woman are also categorized as selective, and much more detail oriented with their observations and careful selection of buying a product. Relatively, they prefer the products value and benefits compared to simply purchasing an item to increase their prestige.

Yet a different case when it comes to housewives. Housewives have a tendency to purchase goods that can fulfill their families needs since this is their main priority. Housewives usually purchase goods that are a need for their children, the need of food and also internal or external affairs of the basic family's necessities. Unlike modern housewives who have the tendency to spend a large amount of time in salons to beautify themselves as it has become an opportunity for producers to create anti-wrinkle products. In urban areas, it is not only teenage girls who pay attention to their looks, but also elderly women are starting to pay a lot of attention to their looks and face. (<https://aushuria.wordpress.com/2013/04/18/perilaku-konsumen-indonesia/>, accessed June 14 2015). Kotler (1994 : 174) has identified many factors that influenced about consumer behaviour which describe to this chart.



Sumber : Kotler, 1994 : 174

### Research Methodology

The type of research used for this study is descriptive. This type of research is aimed in creating a description that is systematic, factual, and accurate about the facts, and nature of the certain population or object. The researcher already has a concept (usually one concept) and conceptual framework. Through this conceptual framework (theoretical basis), the researcher conducted an operationalization concept that will generate variables with its indicators. This research is to depict the reality that is happening without explaining the relationship among variables. (Kriyanto, 2008).



Descriptive data is collected in the form of words and visuals, not numbers. This is due to the application of qualitative method for this study. Apart from this, all data that has been collected has a probability of becoming key to what has already been researched. From this, the report will include extracted data to give a visual as the presentation of the report. Such data originates from interview manuscripts, field notes, photo's, videotapes, personal documents, notes or memo's, and other official documents. In writing this report, the researcher will analyse rich data and in the uttermost its original form. This shall be done such as someone knitting, piece by piece examined. Each question starting with a why, explanations of what and how will optimized by the researcher. Thus all, the researcher does not merely view matters what they are, that there is always something correlated.

In collecting the data, apart from observing the current phenomenon, Focus Group Discussions (FGD) will also be used as the main data. The researcher will also conduct several interviews and search of documents and other artefacts to support the obtained data. The FGD itself will be done with several personal shoppers and users of such personal shopper (urban women of Bandung and Jakarta).

## **Findings and Discussion**

### **Findings**

For this study, we invited 3 (three) personal shoppers from different products lines (furniture/home living, fashion and party tools), we also invited 3 (three) individuals who have used to the service of personal shoppers. From the results, it can be taken that these personal shoppers started their careers as it was mainly their hobby in business and shopping (both within Indonesia and internationally). From this, many acquaintances would entrust to them to purchase goods whenever they travelled. Apart from this, the product line of each personal shopper often varies based on the products they enjoy.

## **Elements of Services Marketing Mix (Kotler, 2003:10)**

### **Product**

#### **Informant 1 (Ikea Shopper)**

Based on the conducted interview with a Personal Shopper (PS) from IKEA with an Instagram account of @ikeashopper, it was seen how she started to become interested in being an IKEA PS. At first, every time she travelled overseas, she found out that she had a

certain interest towards IKEA products. Her friends and acquaintances then started to entrust her to purchase products in which they also wanted from IKEA such as children's tableware, kitchen tools, pillows and other home living appliances and goods that can be seen from the IKEA catalogue. When this company originating from Sweden opened a branch in South Tangerang, she then thought about the idea of becoming a Personal Shopper among her acquaintances to start with. After seeing the enthusiasm, Ambu – which is what her friends call her – started to expand her network into becoming an IKEA PS for public by using her Instagram Social Media account.

### **Informant 2 (Butik Boundiz)**

Based on the interview with a PS in the fashion industry who sells shoes and clothes, it was stated that she started her business from opening an offline fashion store. As technology started to develop, the marketing of her products were done via Facebook dating back in 2006.

*“Before, when I started in selling, I opened a store first, then after the era of social media around 2006, I made a Facebook account. So there are 2 (two) selling methods, offline in-store and online on Facebook.”*

After a few years of undergoing her business as a PS in the fashion industry – in which the products itself were obtained from Hong Kong at a local distributor in Tanah Abang – Adis, which is what she is called, shifted from the fashion industry to becoming a PS in party tools such as balloons, confetti, ribbons, flags and so in her store. The reason behind her shifting in product line is mostly due to the fact that when it comes to fashion, one needs to follow the trend and that party accessories are more neutral and timeless.

*“At first, the selling of clothes starting to decrease in customers, and I originally built this because of my relative, and my relative because of me. So we supported one another. So, when my relative graduated, I wanted to give her balloons with her friends... but there weren't any who gave her... from there, she opened, I asked myself why shouldn't I also start selling balloons... I gave her advice on what to find and what to do... and it went, at the moment I also just closed the fashion store... I was unemployed, there was no income, so I thought why shouldn't I also start to sell balloons but in Bandung... my relative was in Bekasi, so I asked her... then she said then just go along, I can help with the supply. But waiting for her would take awhile so I found my own distributor... until now, we still help one another, when she needs some products, I'll send to him/her and the opposite as well... but everything is thanks to my relative...”*

Shifting to the selling of party accessories originated from how Adis started to work together with a relative who already had a business in this product line, yet was located in the city of

Bekasi. She did not change her store name due to the followers on the Instagram account named Bondiz already being 900. Though after changing her product line, she then boosted her followers to 1000 to attract consumers into trusting the account itself. Currently the account already has up to 7000 real followers.

At first when the fashion line could not catch up with the trends, there was a shift to food, then balloons (on Instagram) as for in-store, there are also other party accessories available as Adis also gives advice to teenagers who are having anniversaries, graduations, and also pre-weds. When it comes to promotions, there are no discounts as balloons are already relatively affordable.

### **Informant 3 (Trifi by Riri, Party Wedding, Make-Up)**

Based on the interview with a PS in the fashion business which is Riri, she stated that the line of products that she has to offer is slightly different compared to common PS in the fashion industry, what is meant by fashion here is more for party, wedding and also make-up. Clothing that supports blow gowns, *kebaya*, and other wedding dresses. This business was firstly run in the year 2009, which was mostly from word of mouth, for example; making a *kebaya* for a graduation, and developed into wedding *kebaya*'s and wedding gowns.

*“yes, I started by business in around 2009 where originally I made for graduations, but now it has developed into kebaya’s for weddings, engagements, event weddings dresses and wedding gowns.”*

### **Price**

#### **Informant 1**

Products that are offered by the IKEA PS are products that can be found within the IKEA catalogue depending on each season. For the pricing, it very much varies as it is according to the pricing in the IKEA catalogue. Ambu Tia – her nickname – said that on average, a personal shopper will only charge the entrusted goods price, and for the service it is according to what is entrusted having a range of IDR 25.000 – IDR 100.000.

*“For the price of service, there is a large range, because each item in IKEA is very different and there are both small and big goods in size...”*

### **Informant 2**

The product offered by Adis in her first business which was in the fashion industry, the price of clothing, bags and shoes ranged from IDR 100.000/pcs – IDR 500.000/pcs, as for the business in which she offers party accessories have a range of IDR 25.000/pcs – IDR 100.000/pcs. While for the service itself, Adis has a price of IDR 20.000/pcs.

### **Informant 3**

Different with the previous informants, this informant claims that the price of her products are customized according to the clients needs. For example, a Pre-wedding can be accustomed according to the clients' budget. The same goes for other events such as weddings, engagements, and other. Though, for graduations, a *kebaya* that she has to offer is in the range of around IDR 400.000. Apart from this, Riri also provides ready stock *kebaya*'s with a rent system for weddings at a price above IDR 15.000.000 (full package including for the family, brides' maid and brides' grooms).

### **Place**

#### **Informant 1**

For her business as an IKEA Personal Shopper, Tia does not have a specific place to run the business, especially since it takes place online through her Instagram account and other supporting media such as WhatsApp, Line and Blackberry Messenger. In order to ease the clients in looking at the catalogue or official website of IKEA then consult Tia through her social media.

#### **Informant 2**

For the business that is run by Adis, Boundiz Balon, Adis still uses the place when she started Boundiz Fashion, which is a store in the city of Bandung. Currently, apart from selling offline (in-store), Adis is also active in selling party accessories through her social media accounts which are Facebook and Instagram.

#### **Informant 3**

The business conducted by Riri is similar to informant 2, where she has a store offline in the city of Bandung and is online through the social media accounts such as Whatsapp and Line.

## **Promotion**

### **Informant 1**

The promotion strategy conducted by Tia as an IKEA Personal Shopper, is that she makes privileges for her remaining consumers, who in average routinely buys IKEA products by using her services. As a personal shopper she gives discount on the service price and at times give IKEA products to customers who can be categorized as loyal.

### **Informant 2**

For Adis, the promotion strategy she uses include giving free delivery to customers who have a transaction above IDR 100.000, yet for the business in which she is running now, Adis still does not have any specific marketing strategy when it comes to promotions. The reason behind this is because the product that she has to offer is already affordable and if the client does purchase her products in large amounts, she advises them to come to the store. Current promotions done are by advertisements using accounts such as @infobdg.

### **Informant 3**

For the promotion strategy done by Riri to run the business is by using the social media Instagram and count on Word of Mouth. Their followers on Instagram for as long as 2 years has reached 6000 followers. Apart from this, special promotions for certain clients is that Riri gives them a discount through personal chats with the client through Whatsapp and Line.

## **People**

### **Informant 1**

When it comes to HR resources of the business run by Tia, she does most of it herself. From giving advice to her clients, managing the social media accounts such as Whatsapp, Line and Blackberry Messenger. Along with the overall management of the business itself.

### **Informant 2**

For Adis, when it comes to HR, she has employees who handle the social media accounts as they constantly are up to date and handle all questions and even complaints from clients.

### **Informant 3**

HR for Riri includes the tailors, the embroidery artisan, as for administration, it is mostly handled by Riri herself. Such as the social media accounts.

### **Process**

### **Informant 1**

The business process for Tia as an IKEA personal shopper includes:

Client sees the IKEA products from the catalogue/official website of IKEA Indonesia → Contact the Personal Shopper @ikeashopper → Ordering and transaction process → Distributor (Products of IKEA Alam Sutera, South Tangerang, Indonesia) → Consumer (Client).

### **Informant 2**

The business process for Adis in the Fashion and Party line includes:

Distributor (Products from Hong Kong, Tanah Abang) → Process of offline sales (in-store) and through social media through setting the picture, editing the picture for content is done personally along with giving advice as a Personal Shopper (PS) → Ordering and transaction process → Consumer (Client).

### **Informant 3**

The business process for Riri in her business of *kebaya* and wedding gowns include:

Distributor (fabric is obtained several stores around Bandung and Jakarta) → Process of offline sales (in-store), through online (social media), and giving advice as a Personal Shopper (PS) → rental process → Consumer (Client).

### **Customer Service**

### **Informant 1**

The employee who works as a customer service is the owner herself, Tia handles all the purchasing processes of IKEA products from the selecting, advising towards clients and until the product is delivered to the client.

## **Informant 2**

The employee who handles the customer service is also the one who handles the social media, including the delivery of information towards consumers about prices, sizes, purchasing process and delivery, alongside handling complaints.

## **Informant 3**

The employee who handles the customer service is the owner herself. Riri handles the social media accounts along with delivers information to their consumers regarding price, size, transaction process, delivery, complaints and other matters as well. Riri claims that with the growth of her business, she will re-organize the organizational structure of the business.

## **Elements of Consumer Behavior (Kotler, 1994:174)**

### **Culture**

#### **-Sub Culture**

##### **Consumer 1**

Consumer of the IKEA personal shopper has said that they have become a loyal customer due to their likings of this Swedish products, even though they are not capable of going to the store their selves due to them living in Balikpapan. They started to use the IKEA personal shopper as to when they browsed after this service and found @ikeashopper. They now routinely use the PS as to their interest of this product which also comes from close relatives also enjoying this Swedish brand.

##### **Consumer 2**

Consumer of the service provided by personal shopper of Boundiz was originally a consumer of the Fashion Boundiz where he/she would entrust the purchase of fashion from Hong Kong. However, nowadays since Boundiz changed its product line, the consumer has not been too loyal as he/she finds party accessories being only products that are purchased occasionally.

##### **Consumer 3**

This consumer, prefers the service of advice from Riri as an online business when it comes to the selecting of fabric for a *kebaya*, until the model of *kebaya* to be used during graduations and also for her wedding gown. The consumer trusted Riri for all this advice.

## **-Social Class**

From the three informant above, they can be classified as middle class.

## **Social**

### **-Reference Group**

#### **Consumer 1**

She uses the service provided from @ikeashop apart from getting it as a reference from friends, she also searched for further information through the internet.

#### **Consumer 2**

This consumer used to use the service provided by PS Boundiz when still selling fashion items, to entrust products from Hong Kong. Yet when there was a shift in the product line, this consumer chose not to use the service again.

#### **Consumer 3**

This consumer used the PS service as an advisor towards the type of fabric need to use for a *kebaya* and wedding gown, along with the model.

## **-Family**

#### **Consumer 1**

Family does not affect the decision of using the service from IKEA PS.

#### **Consumer 2**

Family does not affect the decision of using the service from PS Boundiz.

#### **Consumer 3**

Family does not affect the decision of using the service from advice of PS Trifi.



## **-Role and Status**

### **Consumer 1**

Yes, in the role of self in finding information about PS IKEA @ikeashopper is significant and “status” as a consumer of IKEA products can increase ones social status within a community.

### **Consumer 2**

The role of self is not affected in using the service from PS Boundiz, and social status is also not too affected as the product provided by PS Boundiz is not a luxury brand or has a significant brand, despite its origins from overseas.

### **Consumer 3**

The role of self is affected in using the consulting service from PS Trigi as the consumer communicates directly with Riri the PS allowing the consumer to be effected in whether or not to continue using the consulting service until buying the product itself or not.

## **Personal**

### **-Age and Life Cycle Stage**

#### **Consumer 1**

Age and life cycle of using the service of PS IKEA according to this customer is long-lasting, mostly due to the fact that IKEA products keep on creating new innovations and new products that allows the consumer to keep on purchasing this product.

*“I really like IKEA products as they are long lasting and this brand constantly has new innovations and new products, that makes me become a loyal customer of IKEA and since I am a career women who does not have much time to visit the store myself, the use of a PS can at times come in handy..”*

#### **Consumer 2**

The age and life cycle of PS Boundiz is not too long-lasting as the product they have to offer is easily bought at other places without the use of a PS

### **Consumer 3**

The age and life cycle of the service provided from PS Trifi can be categorized as long-lasting, especially since the making of a *kebaya* or wedding gown, one needs an advisor since such products are used on certain occasions, especially special occasions.

### **-Job, Economic Status, Lifestyle**

#### **Consumer 1**

This consumer used the service of a PS because she is a career woman who works in Balikpapan, which means that she does not necessarily have enough time to visit the store herself since it is located on a different island. The user of PS IKEA is a consumer with an economic class of middle upper and has a consumptive lifestyle.

#### **Consumer 2**

This consumer uses the PS of Boundiz as she likes fashion products from Hong Kong, she is a housewife and does not have a specific job. The economic status is middle upper and has a consumptive lifestyle.

#### **Consumer 3**

For this consumer, the usage of PS Trifi's advice for special moments such as graduations, wedding and engagements. She is also a career woman that needs advice for her special moments in life. Her economic status is categorized middle upper and has a somewhat normal lifestyle.

### **-Personality and Self Concept**

#### **Consumer 1**

This consumer has a good and educated personality and also a self concept as a woman who pays attention to style compared to where she lives with the IKEA products purchased.

#### **Consumer 2**

For this consumer, a good personality, a good housewife in taking care of the house and a self concept where she pays attention to her fashion style.

### **Consumer 3**

This consumer has a good and cheerful personality who is newly entering the life of a housewife and has a strong self concept that eternalizes special occasions.

## **Psychology**

### **-Motivation**

#### **Consumer 1**

The motivation to use an IKEA PS is because the IKEA products are favourite products that has been used for a long time. When IKEA entered Indonesia, she already used IKEA products. Due to her busy lifestyle though, the service of an IKEA PS helps her in getting the products she wants.

#### **Consumer 2**

The motivation behind this consumer using the service of PS Boundiz, is because she puts extra attention towards looks and has a preference towards fashion products from Hong Kong. With the existence of PS Boundiz, she is able to get the products straight from Hong Kong with a reasonable entrustment price.

#### **Consumer 3**

For this consumer, the motivation behind using consulting services from Trifi is that its eases the consumer in designing and creating the *kebaya* model wanted as well as a wedding gown that is used during the special occasions. By obtaining advice from Riri, there is a simplified process in preparing for her wedding.

### **-Perception**

#### **Consumer 1**

Perception from this consumer towards PS IKEA is pretty well, despite the processes that had to be gone through in searching this service. She decided to use @ikeashopper because she felt that this service could be trusted.

## **Consumer 2**

The perception from this consumer towards PS Boundiz is that the services provided can be trusted to entrust the purchase of imported goods from Hong Kong. There are many other PS' that provide such services yet the consumer trust PS Boundiz for imported products from Hong Kong.

## **Consumer 3**

For this consumer, the perception towards the consulting given from PS Trifi is affected by an environmental factor of word of mouth that tells about PS Trifi's services. The word of mouth is constantly positive and gives a strong perception towards consumers who are willing to use PS Trifi's services.

## **-Learning**

### **Consumer 1**

By using the service provided by PS @ikeashopper, it proves that there is something learnt by consumers from an online business aspect, consumer trust and the lobbying process where negotiating the average PS starts when a PS opens its services which origins from initially being a consumer.

### **Consumer 2**

By using the service provided by PS Boundiz, it proves that there is something learnt by consumers from an online business aspect, consumer trust and the lobbying process where negotiating the average PS starts when a PS opens its services which origins from initially being a consumer.

### **Consumer 3**

By using the service provided by PS Trifi, it proves that there is something learnt by consumers from an online business aspect, consumer trust and the lobbying process where negotiating the average PS starts when a PS opens its services which origins from initially being a consumer.

## **-Trust and Attitude**

### **Consumer 1**

The consumer of @ikeashopper trusts the services given by this PS after a certain process of selection by comparing similar services. This consumer also decided to use this PS after certain considerations such as testimonies from other consumers, pictures (evidence), amount of followers, and word of mouth from other consumers in the same social circle.

### **Consumer 2**

The consumer of Boundiz trusts the services given by this PS after a certain process of selection by comparing similar services. This consumer also decided to use this PS after certain considerations such as testimonies from other consumers, pictures (evidence), amount of followers, and word of mouth from other consumers in the same social circle.

### **Consumer 3**

The consumer of PS Trifi trusts the services given by this PS after a certain process of selection by comparing similar services. This consumer also decided to use this PS after certain considerations such as testimonies from other consumers, pictures (evidence), amount of followers, and word of mouth from other consumers in the same social circle.

## **Buyer**

### **Consumer 1**

From the perspective as a consumer of PS @ikeashopper it is helpful and satisfying to use the services provided.

### **Consumer 2**

From the perspective as a consumer of PS Boundiz it is helpful and satisfying to use the services provided as a seller of fashion products, yet the shifting of products to party accessories has decreased the consumption of PS services.

### **Consumer 3**

From the perspective of a consumer being consulted by PS Trifi, it is helpful and satisfying to use the services provided. The consultations help in giving advice concerning design, type of fabric used, *kebaya* model, and wedding gowns used for special occasions.

### **Discussion**

Based on the data above, it can be analysed that within the services industry, some supporting elements (marketing mix of services) such as product, price, place, promotion, people, process and customer service can be met by the PS services provided. Yet, based on the data obtained from the field, not all elements can be met properly and accordingly. This can be seen from the product aspect where PS Boundiz changed its product line from fashion to party accessories which made a decrease in consumers of PS Boundiz. From the promotion aspect, it can be seen that PS Boundiz and Trifi have their own special promotion programs. Beyond this, the main outline shows that most of the consumers feel aided in using PS services due to it helping them be more efficient and effective despite the disadvantages of consumers not being able to enjoy the store/country atmosphere where the product they want is located.

### **Conclusion**

Based on data that researchers get from interview resulted and some related literature, we can conclude :

Using Personal Shopper services in Bandung and Jakarta urban woman circles has been general requirements consumed by carrier womans, business womans or some housewife. They find it helpful by using that services to get some home living products, fashions products and very helpful for them that need some wedding advisor. From the side of Personal Shopper services, they have not been fully using marketing mix of services like in some theories such as product, price, place, promotion, people, process and customer service.

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