SigiSynthesa

SigiSynthesa's

Company Profiles & Credentials

Market Research & Strategy Consulting

www.sigisynthesa.com

SigiSynthesa

About

SigiSynthesa

SigiSynthesa

About Us

SigiSynthesa is a research driven marketing strategy consulting firm

composed of visionary senior market researchers and consultants, bringing the right combination of marketing and research skills to help you improve the effectiveness of your marketing efforts.

SigiSynthesa Origin

Sigi – *1 si·gi n suluh atau obor*
me·nyi·gi v 1 menyuluh dengan sigi; menerangi: 2 ki menyelidiki dengan teliti: – perkara;

Synthesis noun
syn·the·sis | \ ˈsin(t)-thə-səs
1. The formation of something complex or coherent by combining simpler things.
2. (logic) A deduction from the general to the particular.
3. (philosophy) The combination of thesis and antithesis.
4. (military) In intelligence usage, the examining and combining of processed information with other information and intelligence for final interpretation.

What we do

SigiSynthesa helps clients to meet the challenges of commercial world through creative and innovative ways of gathering facts and turning data into strategic business insights.

We help clients **explore business opportunities**, **manage** and **sustain growth**, and **maximize revenue & profitability.**

How we Work

We believe that **our clients' success is our success**; we believe in professionalism

We consistently maintain **high standards for service and consultants** to be always able to bring the best team of senior consultants to bear on every single project.

We understand our clients' business needs. We comprehend their business specific language.

We are committed to elevating the effectiveness of research endeavors and our consistent delivery of impactful outcomes reinforces our dedication.

Our **Services**

Qualitative Research

We dive deep into consumer attitudes and motivations using methods like focus groups and interviews to provide rich insights into consumer behavior.

Quantitative Research

Through surveys and statistical analysis, we quantify consumer preferences and behaviors, providing data-driven insights for informed decision-making.

Analytics

Leveraging advanced tools and techniques, we extract valuable insights from data to uncover trends, patterns, and opportunities, guiding strategic business decisions.

Training and Consulting

Leveraging advanced tools and techniques, we extract valuable insights from data to uncover trends, patterns, and opportunities, guiding strategic business decisions.

SigiSynthesa

Meet **Our Clients**

Banking & Financial Services

- AIA
- HOME CREDIT
- bank btpn
- ADIRA FINANCE
- OCBC NISP
- BNI
- BANK MEGA

Automotive & After Market

- SUZUKI
- HYUNDAI
- VINFAST
- CHANGAN
- GAC
- BOSCH
- WULING
- GWM
- YAMAHA
- YADEA
- CARS 24

Digital Banking & Fintech

- bibit
- jenius
- flip
- bank saqu

Technology & Devices

- Telkom Indonesia — the world in your hand
- POLYTRON
- RedDoorz
- REIWA Living Style

Retail & FMCG

- abc president
- dkt INDONESIA
- AGEL
- MAP Mitra Adiperkasa
- gudangada
- BAT A BETTER TOMORROW

Our expertise in **Automotive** Industry

Quantitative Research

Face to Face (F2F) Interview Case Study

We assisted one of the largest auto-brand in Indonesia through fact-based market and consumer analysis to enter, innovate, evolve, and grow in the market.

Research Needs
CPCS Segment Profiling | Segmentation | GIIAS | IIMS | Car Clinic | Manpower Research

Our Approach

- Screening interviews to select qualified and willing respondents
- Main interview with respondents who meet the criteria
- Data collection using a structured questionnaire
- Tablet-Assisted Personal Interviews (TAPI)

Sampling

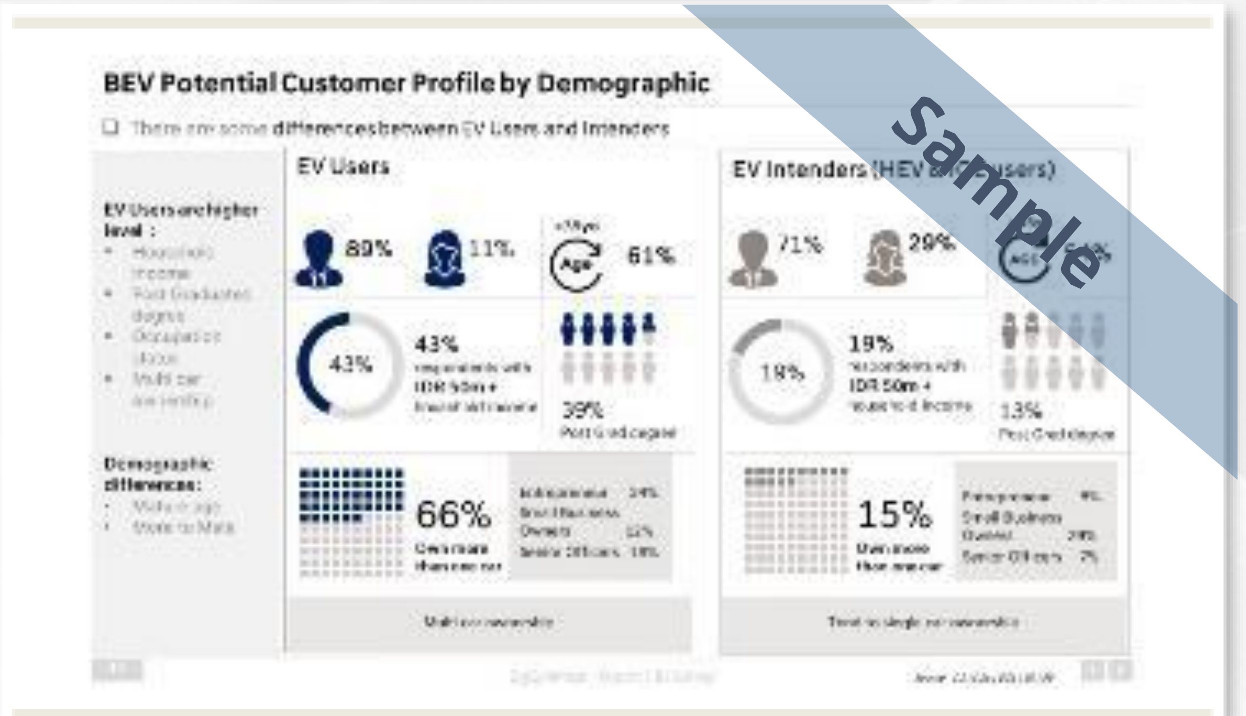
Option 1: Door-to-door sampling

- Respondents to be selected at their places PSU (Primary Sampling Unit) will be prepared before the survey (list of RT/RW in each city)
- In each PSU, several households will be selected. Within each household, one respondent will be selected

Option 2: Intercept

- Respondents will be intercepted at a designated location (e.g. exhibition venue)

Example Deliverables

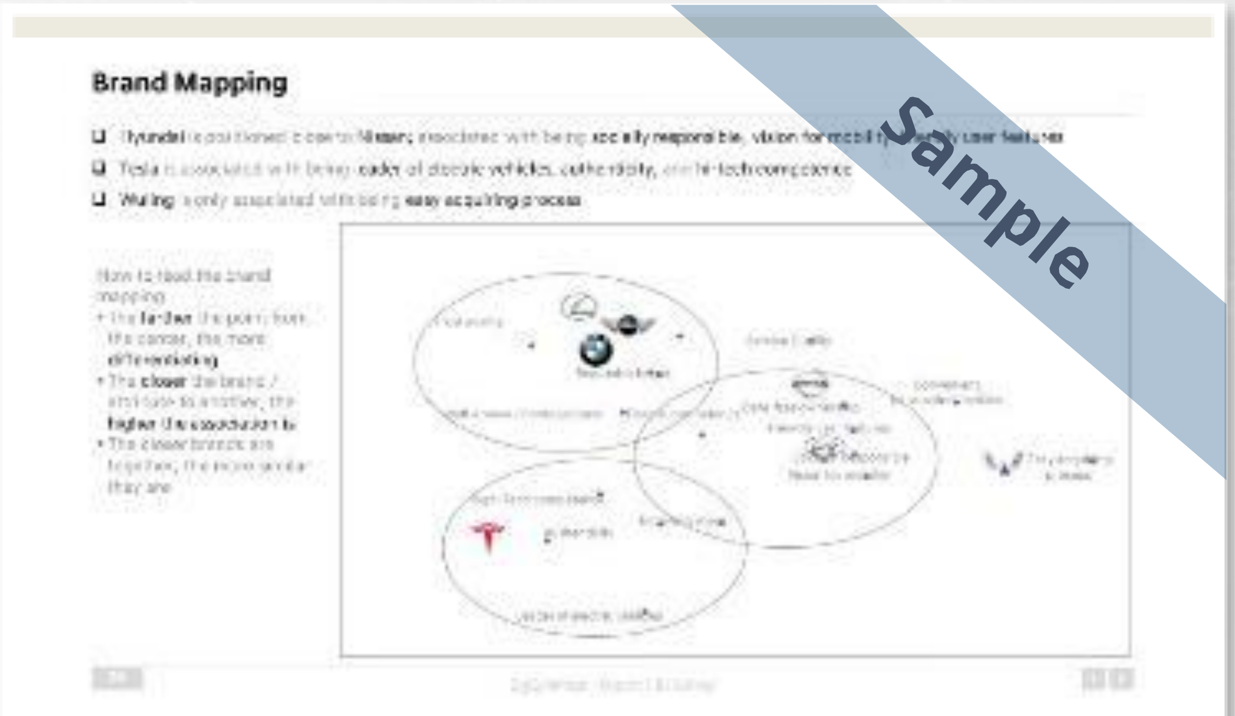


Demographic Profile

Psychographic Profile

Usage Behavior

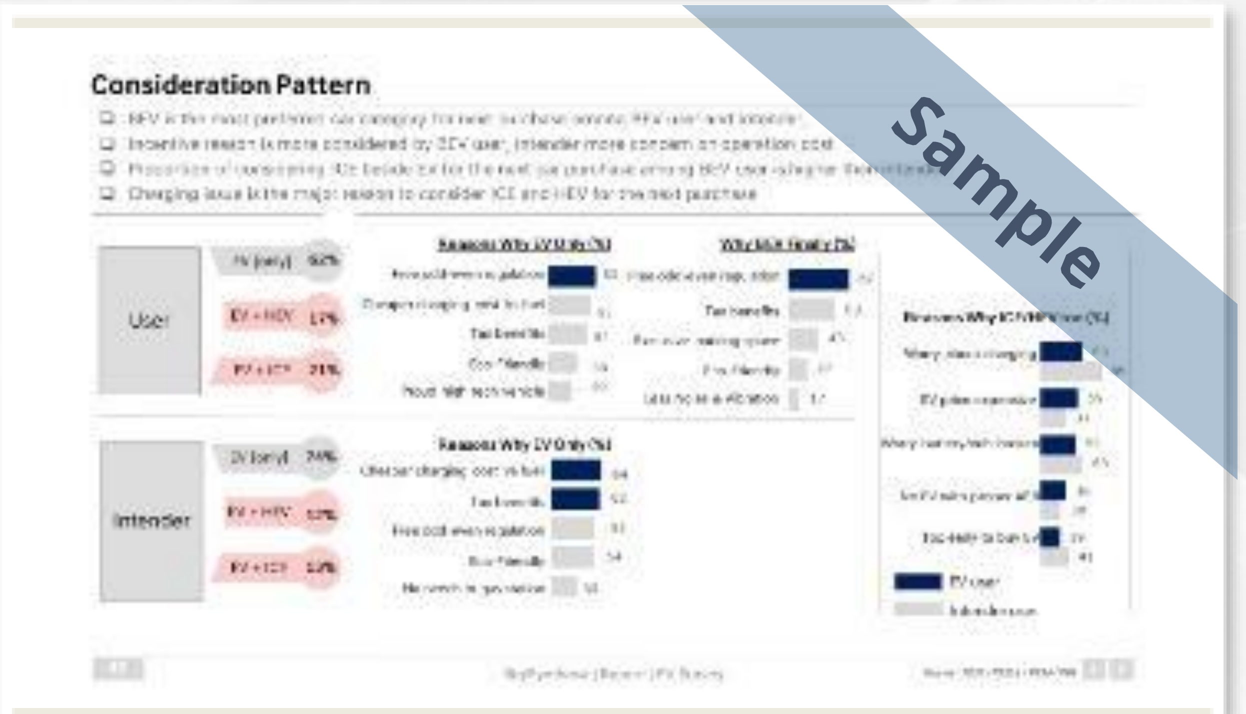
Brand Perception



Brand Mapping

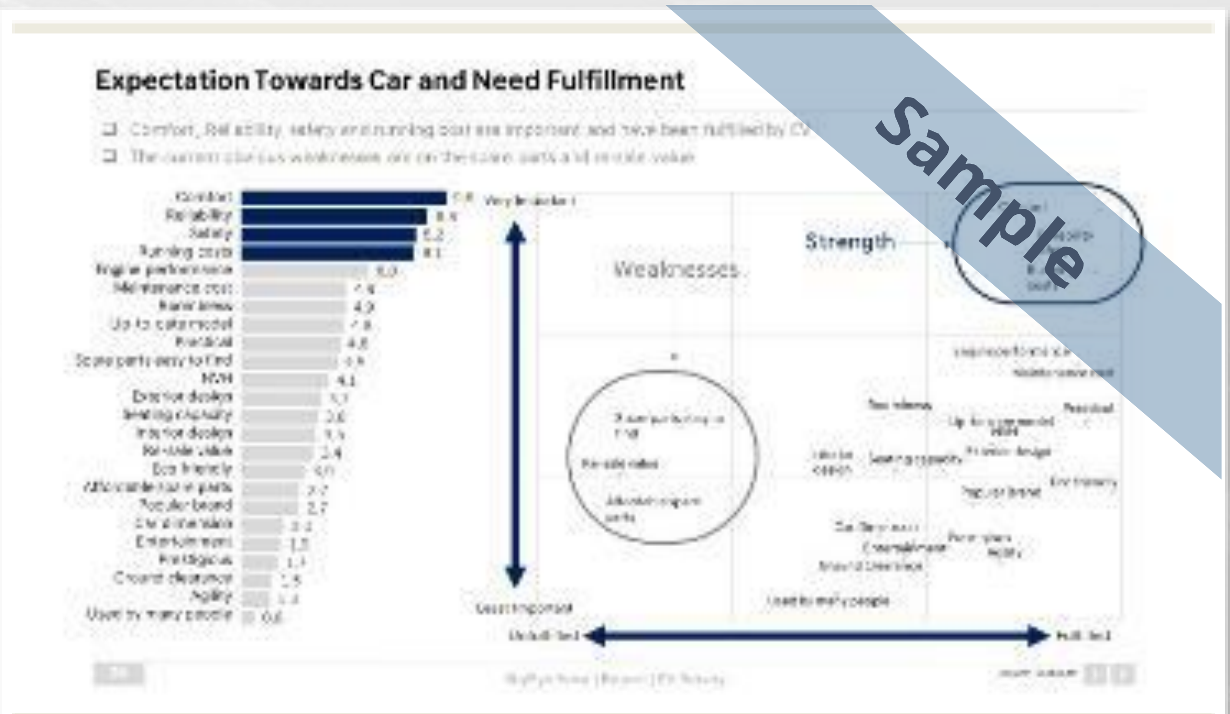
Satisfaction with Current Car

Example Deliverables

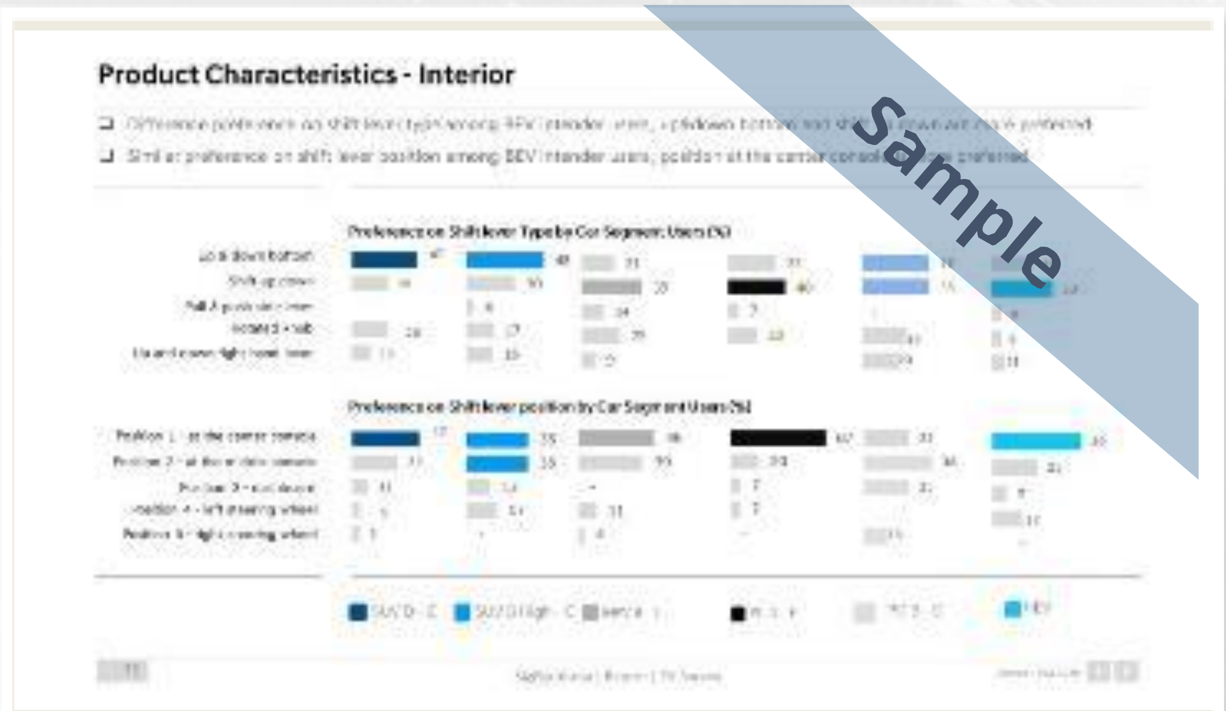


Consideration Pattern

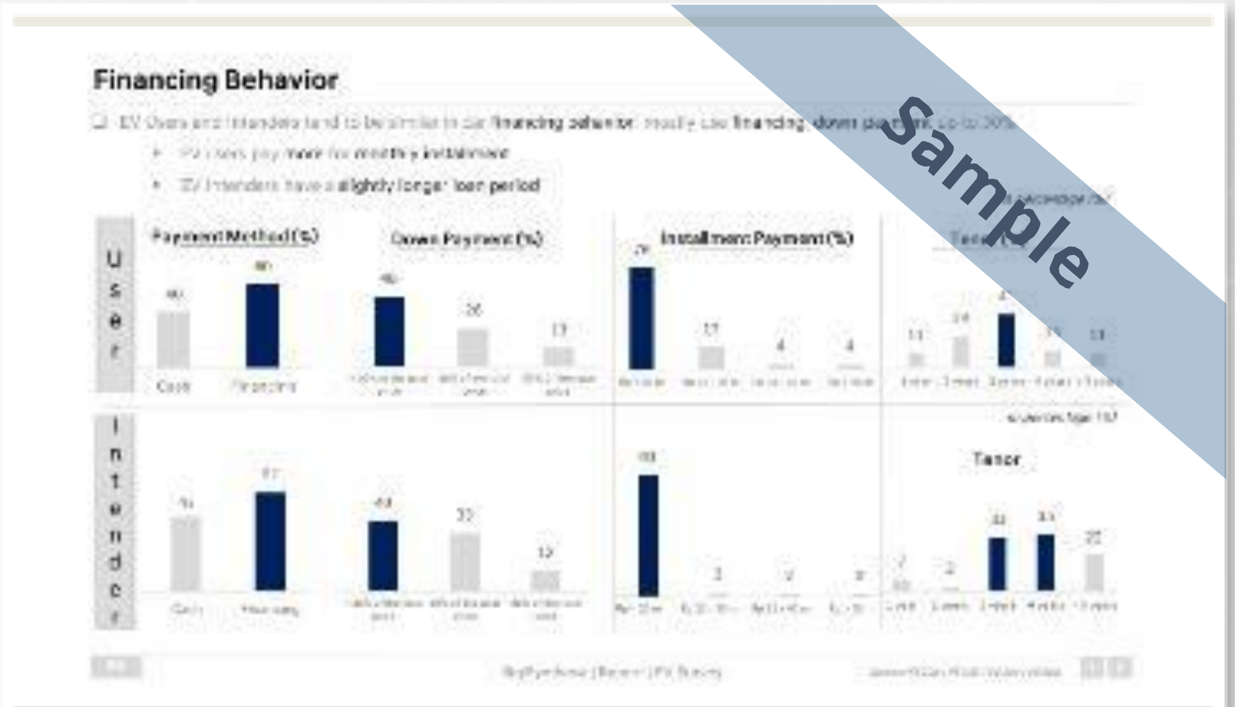
Expectation toward Car



Expectation and Need Fulfilment



Product Characteristic Preference



Financing Behavior

Importance and Key Buying Factor

Qualitative Research

Focus Group Discussion | In Depth Interview

Our qualitative research team delivers practical business insight by ruthlessly questioning the deep motivations behind people's observed decisions and actions.

Research Needs
Manpower Research | Exploratory | Pickup Research | EV Research | Communication Research

Our Approach

- Screening interviews to select qualified and willing respondents.
- Respondents who meet the criteria will be invited to participate in discussions or be interviewed in-depth.

Sampling

Option 1: Focus Group Discussion

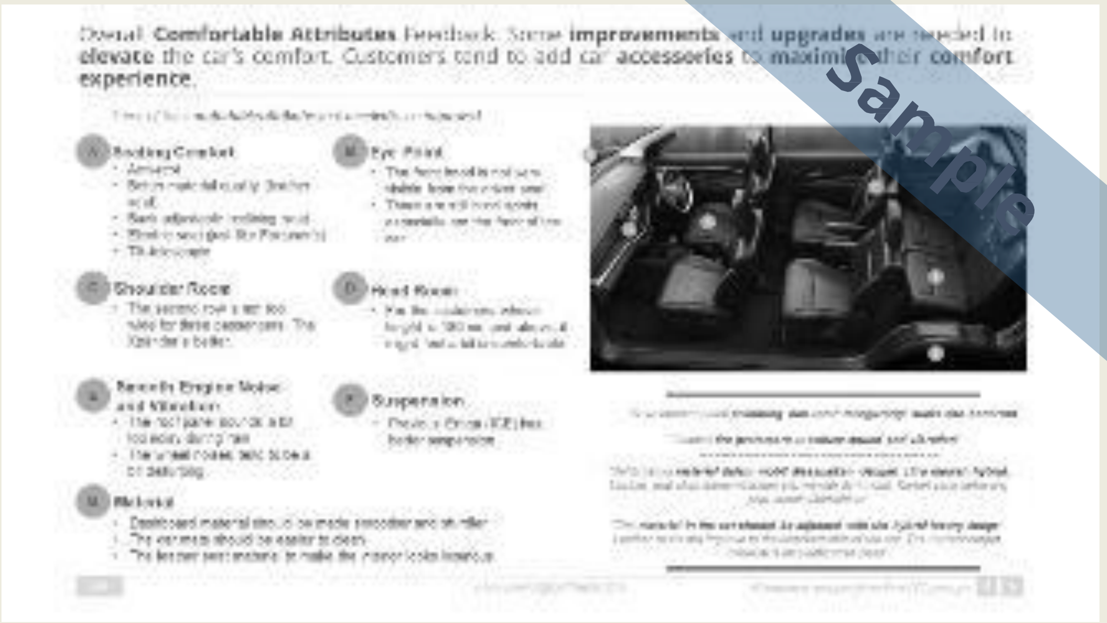
- We would discuss with 4 to 8 participants.
- The FGD will be led by a SigiSynthesa's trained moderator
- Moderator leads the discussion.

Option 2: In-Depth Interview

- In-depth interviews can be conducted in any place.
- The discussion will be led by a professional moderator who is equipped with a structured DG.

Example Deliverables

Role of a Car



Consumers Feedback

Key Drivers of Car Purchase

Satisfaction Rating for Car Attributes

Consumers' Personification and Lifestyle

Hierarchy of Motivations

Car Clinic

Central Location F2F | Focus Group Discussion (FGD)

Observing the concept cars to see the acceptance level as well as purchase intention of the consumers towards the concepts tested.

Research Needs
Product Research | Exploratory | EV Research

Our Approach

- Pre-recruitment to select qualified and willing respondents.
- Respondents who meet the criteria will be invited to participate in the clinic program.

Sampling

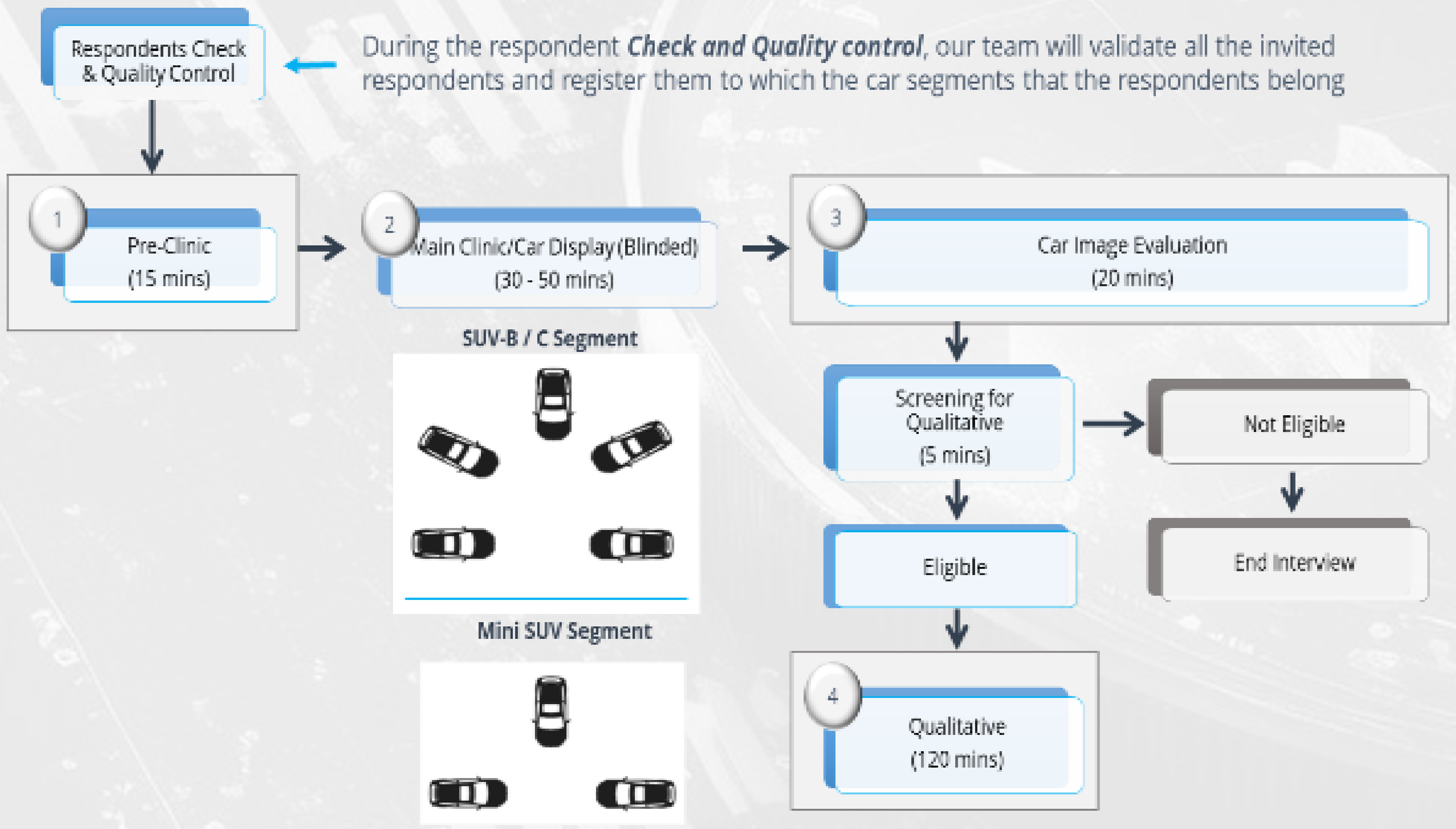
Stage 1: Quantitative (Central Location F2F)

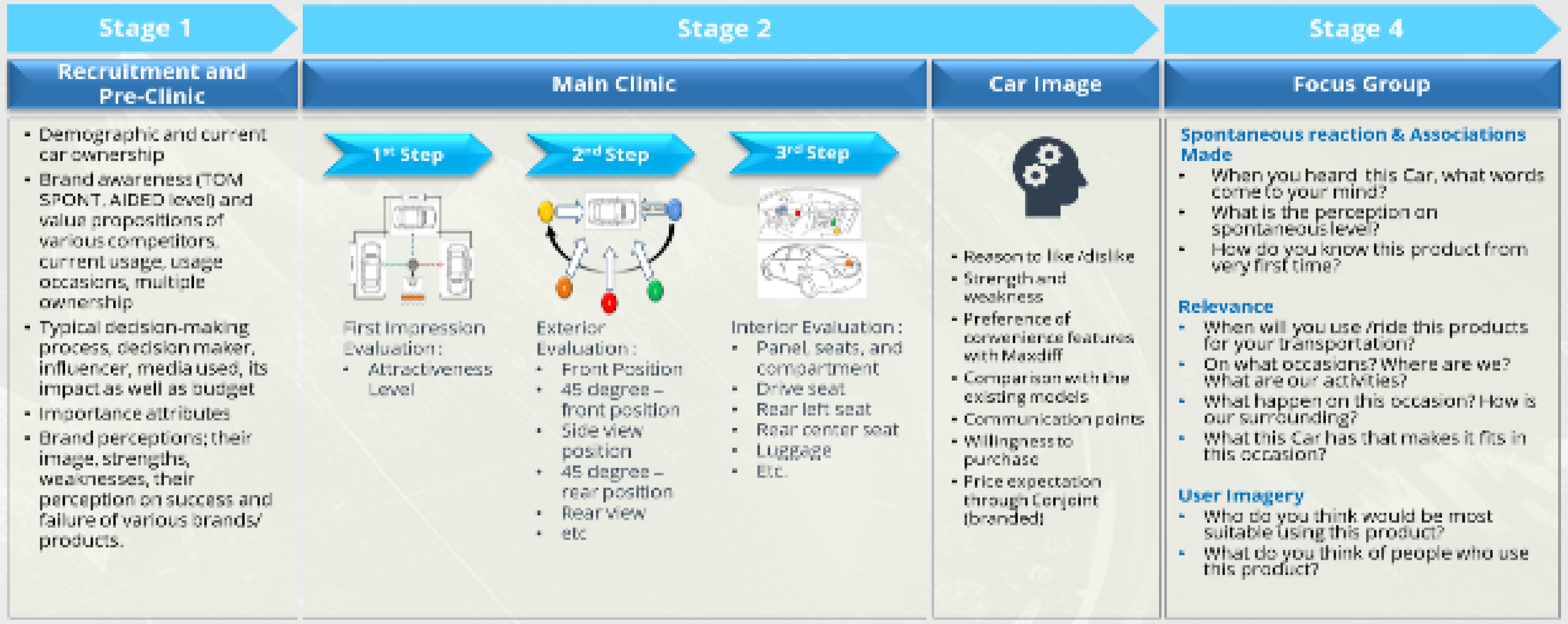
- 360 respondents to be divided into three different segments: Pre-Clinic, Main Clinic, and Post Clinic.

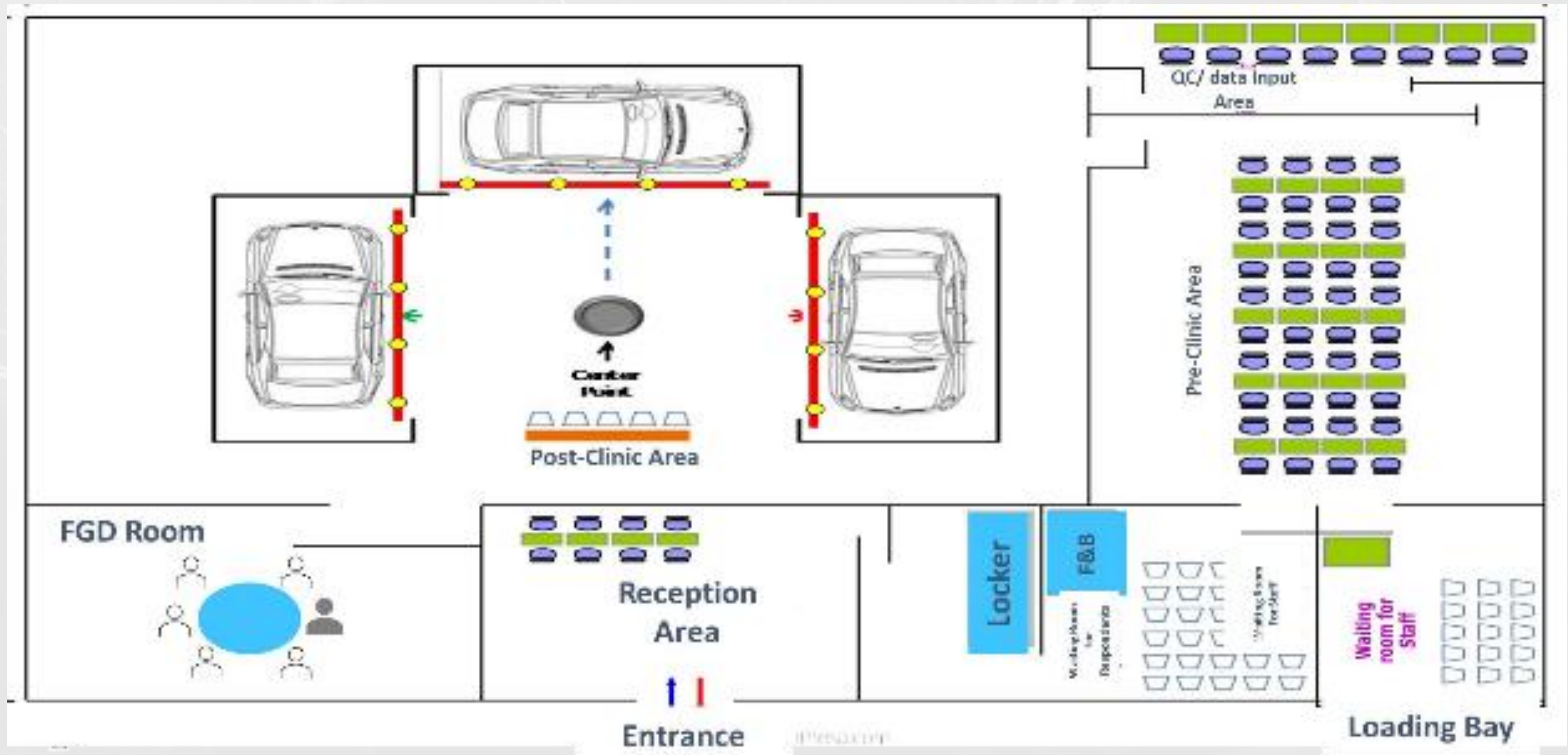
Stage 2: Focus Group Discussion (FGD)

- Selected respondents from the quantitative clinic
- Deep diving on several aspects, especially reasons behind the rejection and accepting the concept
- Expectation from the respondents

The Clinic Mechanism







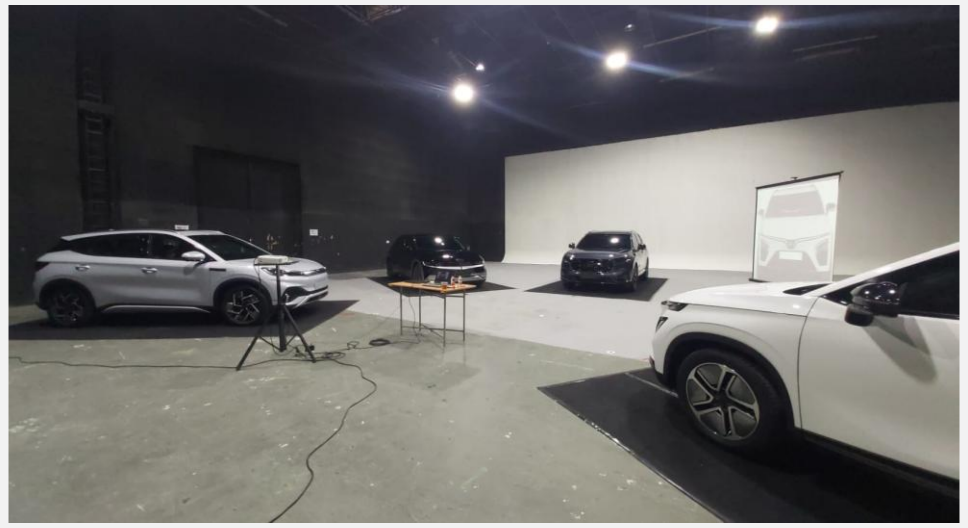
Car Clinic Venue | The place we usually conduct the Car Clinic studies

Studio Sepat 72

Jalan Sepat No. 7, Kelurahan Kebagusan, Kecamatan Pasar Minggu, Jakarta Selatan, DKI Jakarta

Venue
Detail

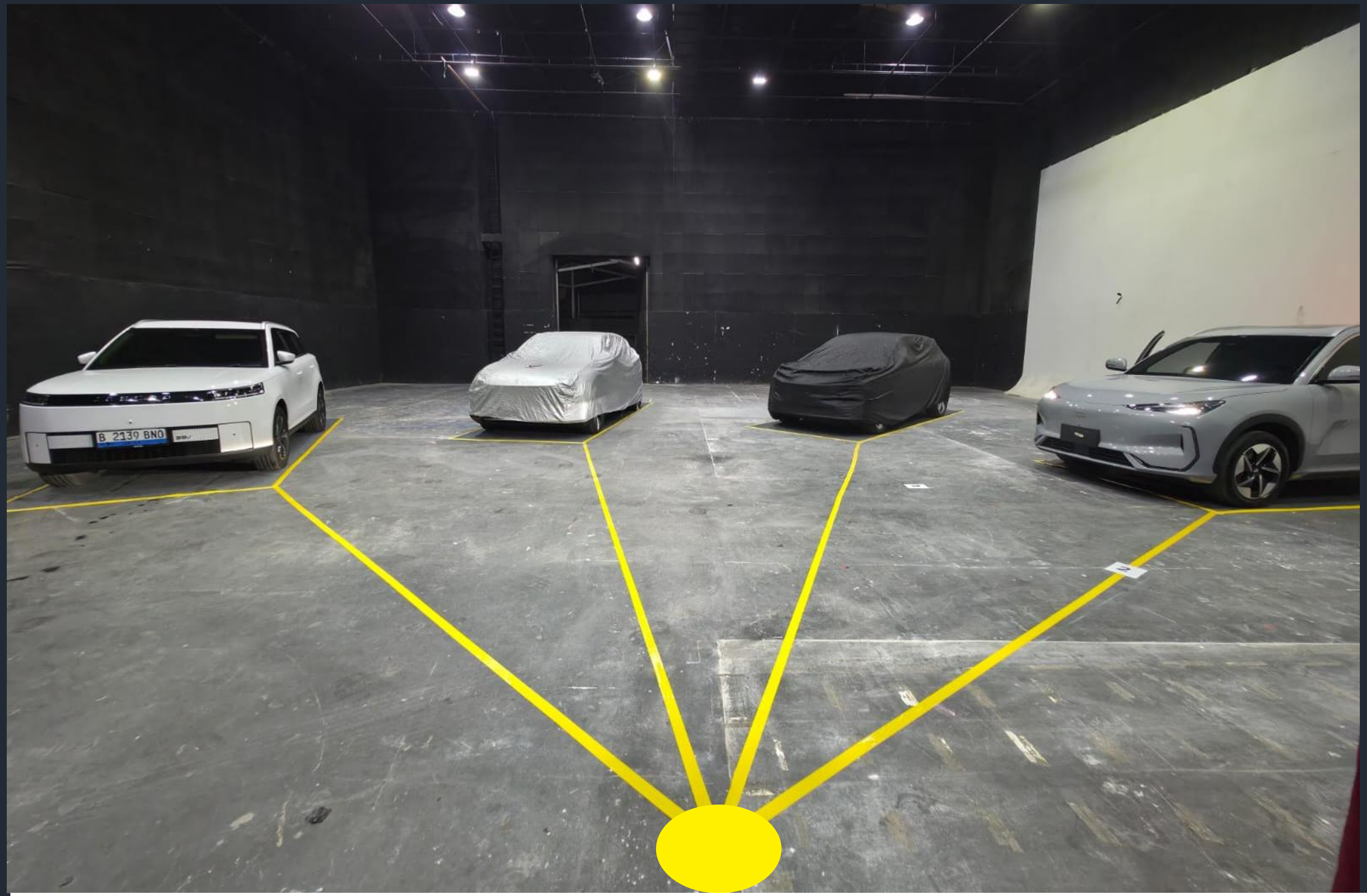
Pre Clinic
Area

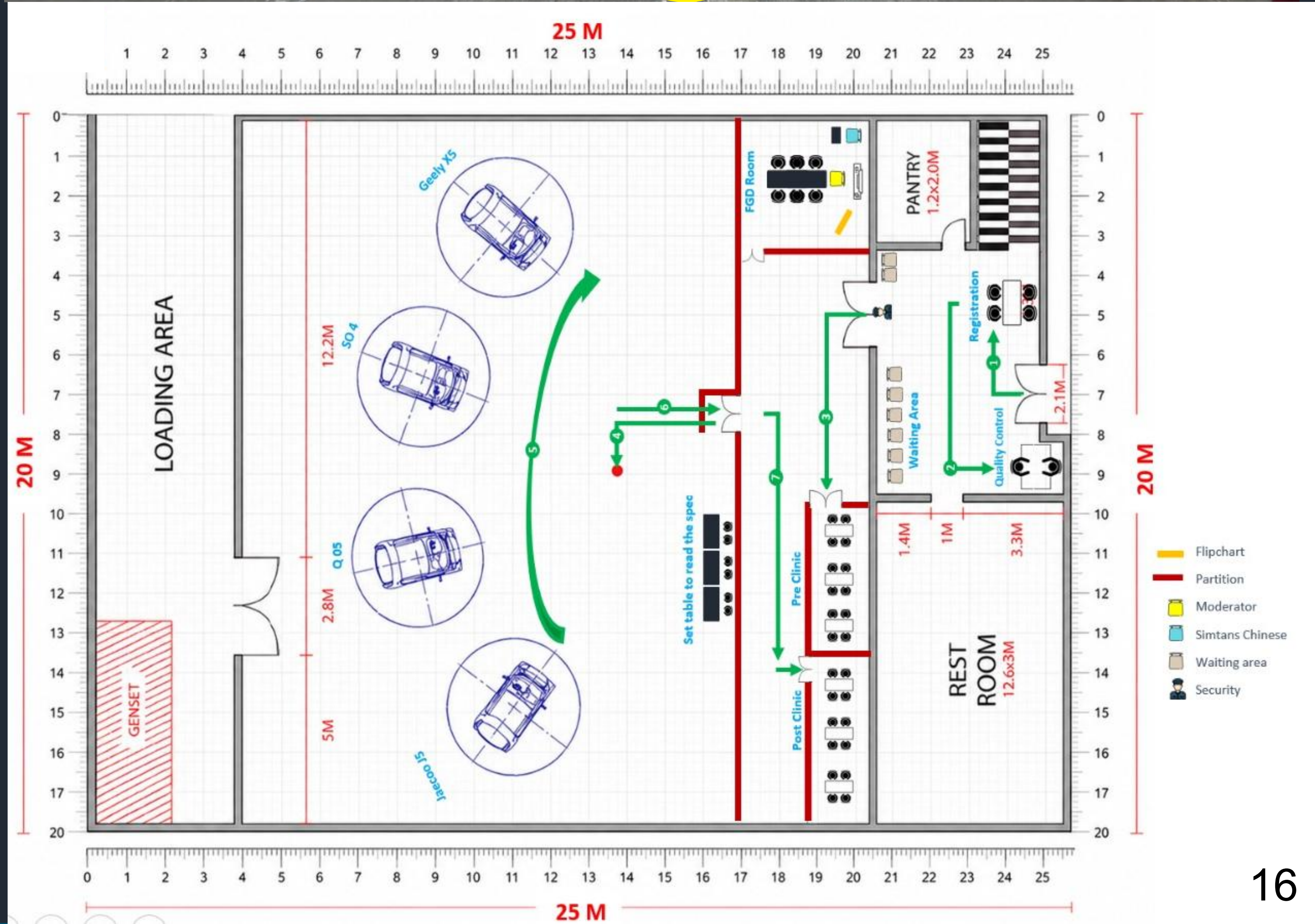


Main Clinic
Area

Post Clinic
Area

FGD Room





Example Deliverables

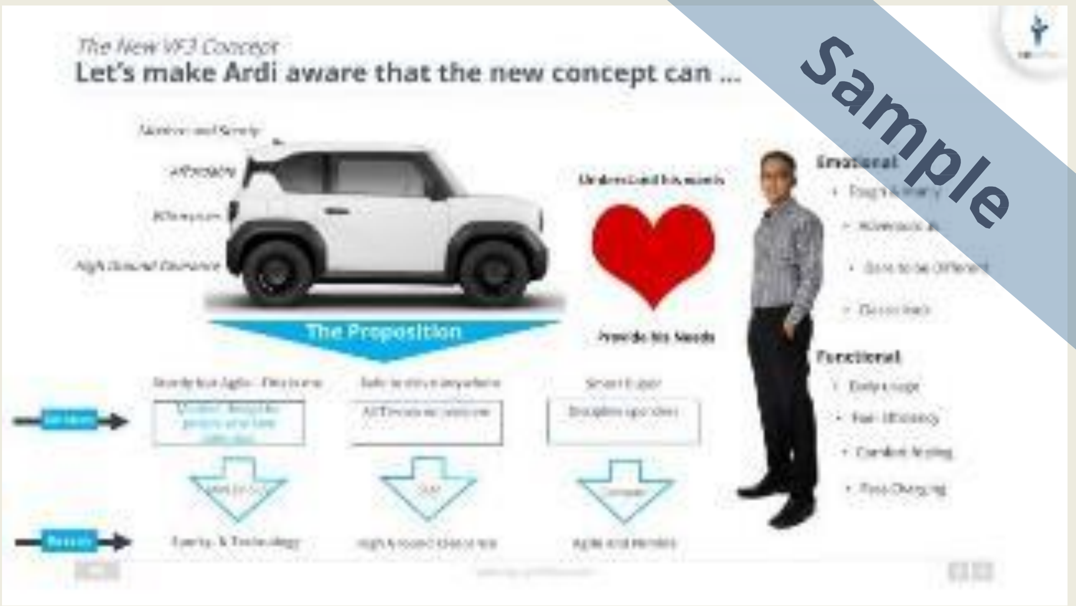
Acceptance & PI Level

Exterior & Interior Evaluation

Government Policies and Roadmap

Pricing with Conjoint

Product Strategy



Communication Strategy

Desk Research

Market Intelligence

We helped several large EV Brands in Indonesia to understand the market landscape as well as consumer behavior and attitudes that operate in the automotive sector.

Research Needs
Used Car and Aftersales | Syndicated Research | ID Auto Market Outlook | Asia Auto Market Outlook

Our Approach

- Publications and official statistic
- Published reports and surveys
- On-line sources
- Institutions reports

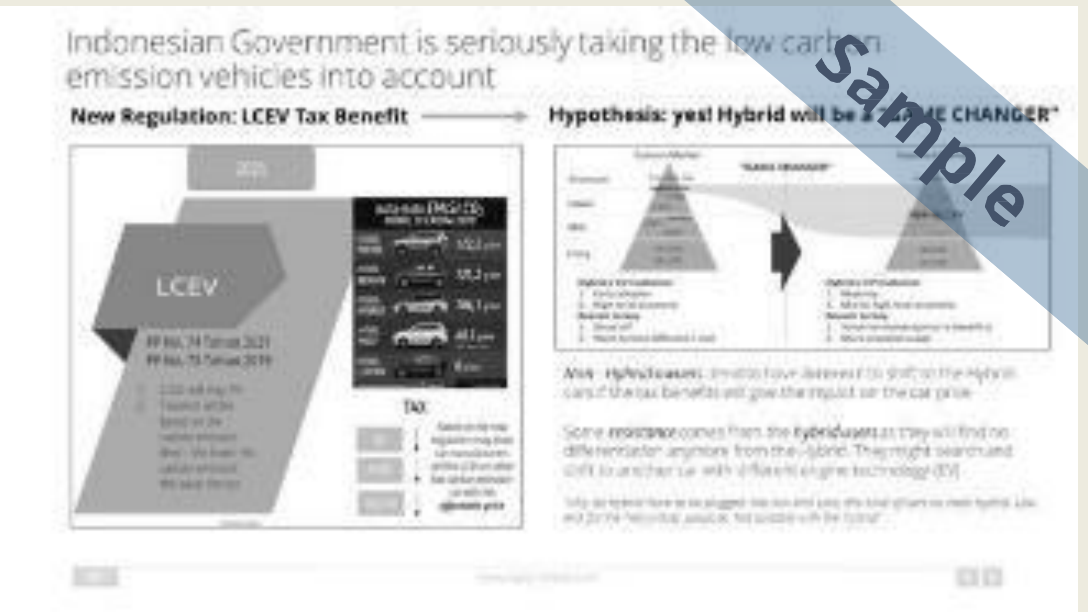
Sampling

- Market Overview
- Market Trends
- Market Size and Forecast
- Market Dynamics
- New Products
- Government Policies
- Etc.

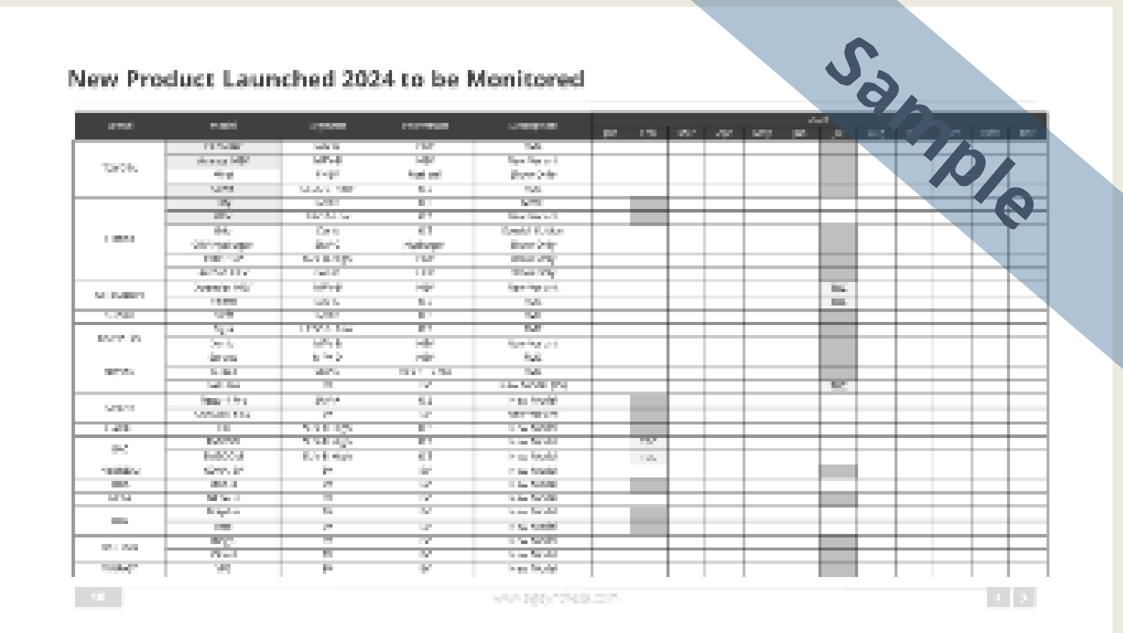
Example Deliverables

Auto Market Outlook

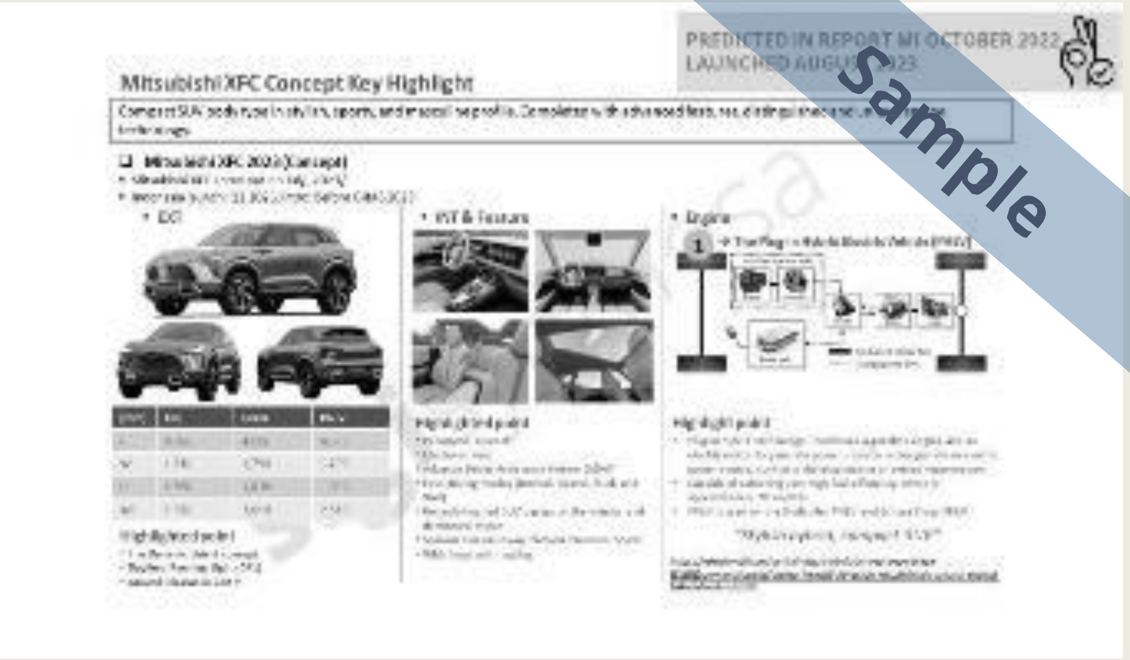
Car Segment Market in Indonesia



Government Policies and Roadmap



New Product Launch to be Monitored



New Product Launch Prediction

Competitors Campaign Monitoring

In-Depth Case Study: Mapping Opportunities Across Indonesia's Provinces

Client Objectives

- **Strengthen competitive position** in Indonesia's dynamic automotive market.
- **Identify growth opportunities** by analyzing new car registration (provincial sales data).
- **Tailor marketing, product planning, and dealer network strategies** to regional demand.

Methodology & Framework

Data Procurement
- Acquisition of raw vehicle registration data (from provincial police registration/Samsat).
- Covers new unit sales across provinces, cities, brands, and models.

Data Cleaning & Formatting
- Standardization of attributes (province, brand, model, vehicle type, fuel type, assembly).
- Removal of errors/duplicates, correction of inconsistencies.

Exploration & Analysis
- Market analysis to assess size, share, and competitor landscape.
- Regional trend mapping to detect emerging opportunities.
- Product mix optimization based on local demand.

Reporting & Dashboard
- Executive summary reports by province/city.
- Interactive Microsoft Power BI dashboard for ongoing monitoring.

Data Snapshot

Before: Original Source Raw format

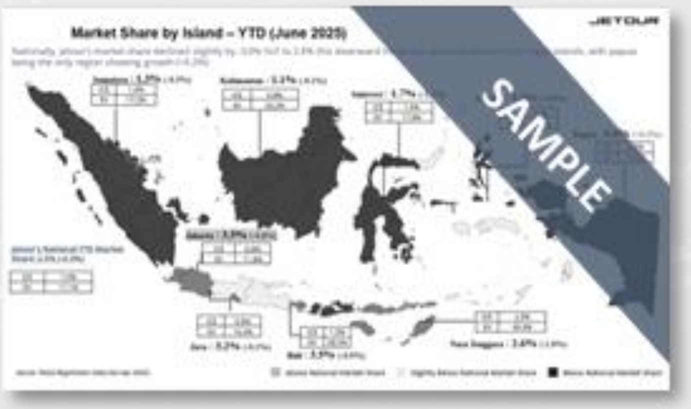
BULAN_ DAFTAR	TAHUN_ DAFTAR	TAHUN_ BUAT	KODE_DAFTAR (11)CKD (12)CBU	STATUS	PROVINSI	KABKOTA	MERK	TYPE	CC_DAYA_ LISTRIK	WARNA	BBM	JENIS
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	DKI JAKARTA	JAKARTA PUSAT	DAIHATSU	SIGRA 1.2 R MT (B401RS-GMZFJ)	1197	HITAM	BENSIN	MB. PENUMPANG
[illegible]	[illegible]	[illegible]	11	PERORANGAN	DKI JAKARTA	JAKARTA PUSAT	TOYOTA	KIJANG INNOVA 2.4 G A/T (GUN142R-I	2393	SILVER METALIK	SOLAR	MB. PENUMPANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	DKI JAKARTA	JAKARTA PUSAT	TOYOTA	CALYA 1.2 G M/T (B401RA-GMZFJ)	1197	ABU-ABU METALII	BENSIN	MB. PENUMPANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	DKI JAKARTA	JAKARTA PUSAT	TOYOTA	MAGA10R-BRXLBD 2.0 G CVT	1987	HITAM METALIK	BENSIN	MB. PENUMPANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	DKI JAKARTA	JAKARTA PUSAT	TOYOTA	MAGA10R-BRXLBD 2.0 G CVT	1987	HITAM METALIK	BENSIN	MB. PENUMPANG
[illegible]	[illegible]	[illegible]	11	PERORANGAN	SUMATERA U	MANDAILING N/	ISUZU	PHR54U-CAAIN1 (4X2) M/T	2499	PUTIH	SOLAR	MB. BARANG
[illegible]	[illegible]	[illegible]	11	PERORANGAN	SUMATERA U	PADANG SIDEMI	ISUZU	PHR54U-CAAIN1 (4X2) M/T	2499	PUTIH	SOLAR	MB. BARANG
[illegible]	[illegible]	[illegible]	12	NON PERORANGAN	JAWA BARAT	BANDUNG, KOT/	SINOTRUCK	HOWO NX 6X4 280HP CARGO TRUCK C	6870	MERAH	SOLAR	MB. BARANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	SUMATERA SE	PALEMBANG	SINOTRUCK	SITRAK C7H 6X6 480HP M/T	12419	WHITE	SOLAR	MB. BARANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	JAMBI	KOTA JAMBI	SINOTRUK	SITRA C7H 6X4 540HP TRACTOR HEAD	12419	BENZ WHITE	SOLAR	MB. BARANG
[illegible]	[illegible]	[illegible]	11	NON PERORANGAN	JAMBI	KOTA JAMBI	SINOTRUK	SITRA C7H 6X4 540HP TRACTOR HEAD	12419	BENZ WHITE	SOLAR	MB. BARANG

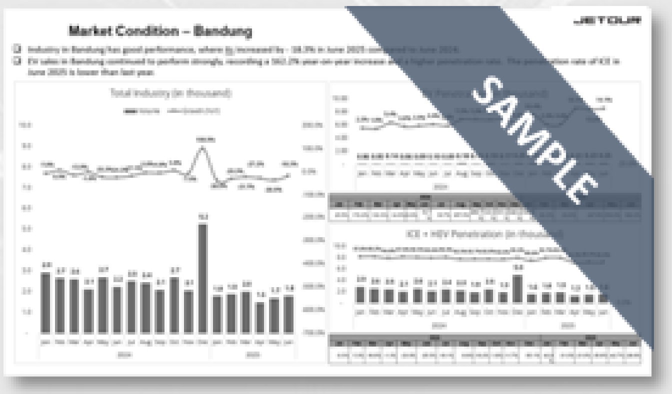
After: Cleaned Data Format for Analysis

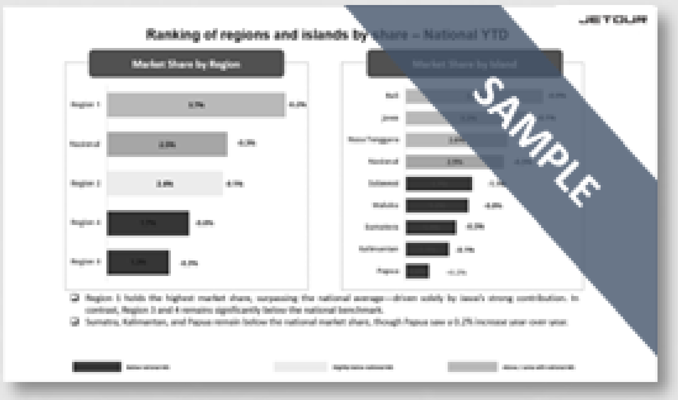
Island	Province	City	Brand	Vehicle	Model	Segment	Usage	Fuel	Trans.	Vol.
Jawa	DKI Jakarta	WEST JAKARTA	DAIHATSU	ALL NEW XENIA 1.3 X M/T (W100RG-LML	XENIA	MPV-B	PASSENGER CAR	ICE	M/T	7
Jawa	DKI Jakarta	WEST JAKARTA	MITSUBISHI	XFC ULTIMATE 1.5L 4X2 A/T	XFC	SUV-B	PASSENGER CAR	ICE	A/T	22
Jawa	DKI Jakarta	WEST JAKARTA	HONDA	BRIO SATYA 1.2 E CVT CKD	BRIO SATYA	CAR-A LCGC	PASSENGER CAR	ICE	A/T	114
Jawa	DKI Jakarta	WEST JAKARTA	HYUNDAI	CRETA TREND 1.5 (4X2) A/T	CRETA	SUV-B	PASSENGER CAR	ICE	A/T	11
Jawa	DKI Jakarta	WEST JAKARTA	HONDA	DG48 1.5 RS CVT	WR-V	SUV-B	PASSENGER CAR	ICE	A/T	45
Jawa	DKI Jakarta	WEST JAKARTA	MITSUBISHI	XPANDER CROSS 1.5L PLUS 4X2 A/T	XPANDER CROSS	SUV-B	PASSENGER CAR	ICE	A/T	46
Jawa	DKI Jakarta	WEST JAKARTA	TOYOTA	W101RE-LBMFJ 1.5 G CVT	Avanza	MPV-B	PASSENGER CAR	ICE	A/T	104

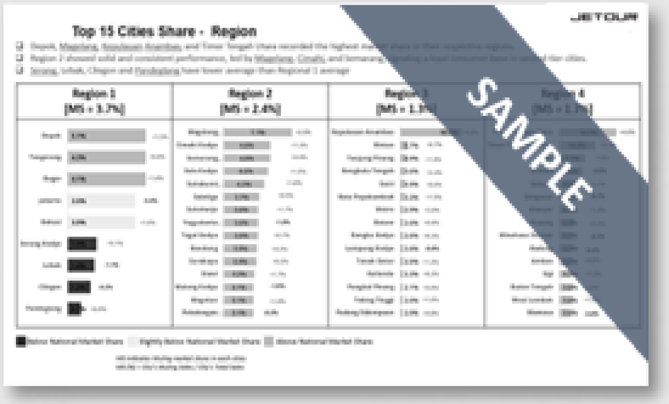
Deliverables

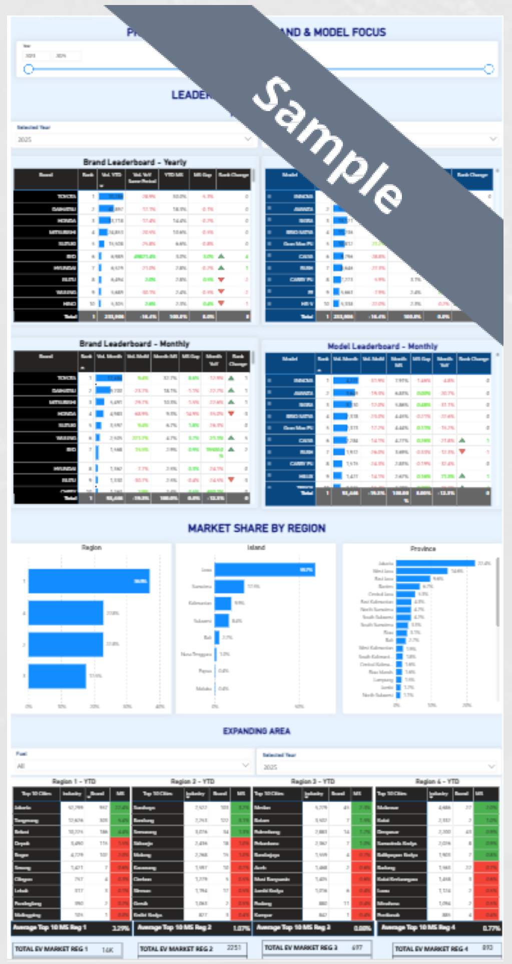
Data Analysis with **PowerPoint & Power BI**











Mystery Shopping

Service Quality & Customer Experience Assessment

We help brands evaluate customer experience by assessing how frontline staff, processes, and service standards are consistently delivered across retail outlets, dealerships, and service centers through real customer interactions.

Research Needs

Customer Experience | Sales Process | Service Quality | Dealer Standards | Retail Audit | Brand Compliance

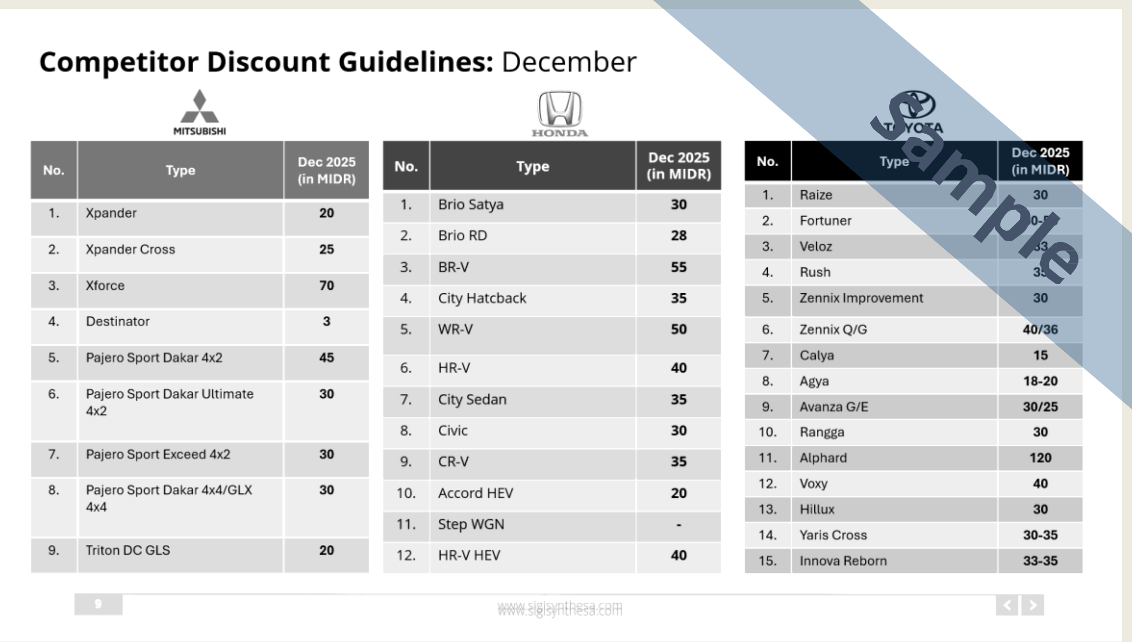
Our Approach

- Trained and certified mystery shoppers
- Standardized evaluation checklist
- Scenario-based customer interactions
- Digital reporting with photo/video evidence (when applicable)
- Quality control and validation process
- Insight-driven analysis & recommendations

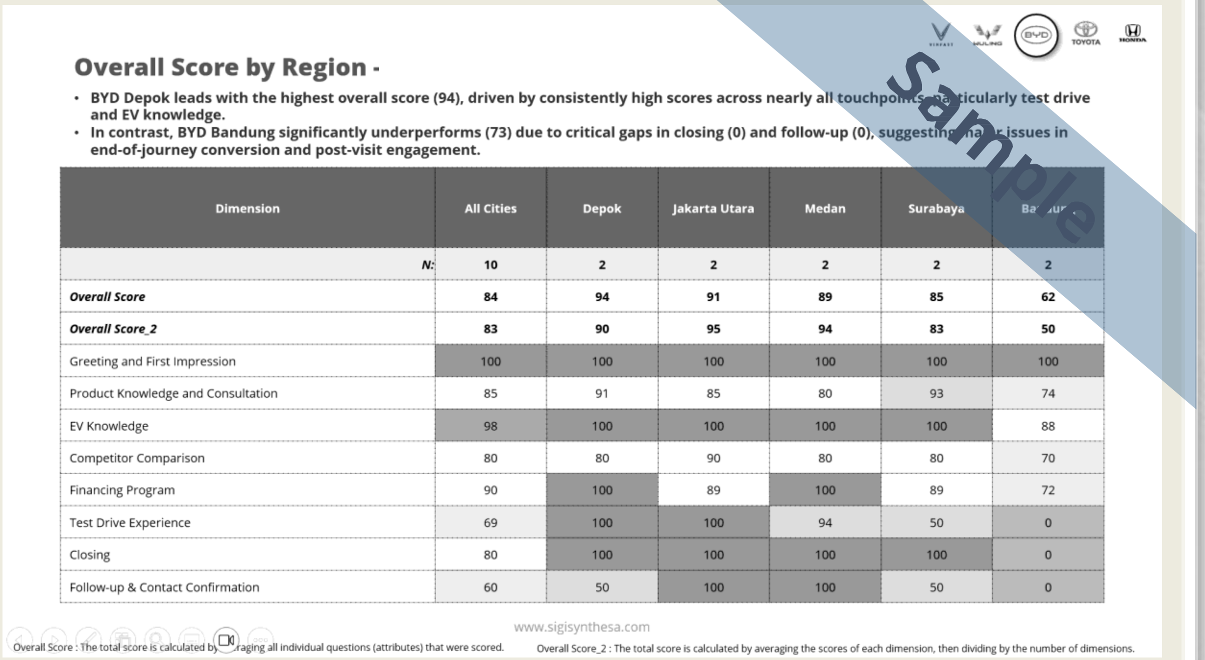
Sampling

- Dealership Network
- Retail Stores
- Service Centers
- Showrooms
- Branch Offices
- Multi-city / Nationwide Coverage
- Online & Offline Customer Journey

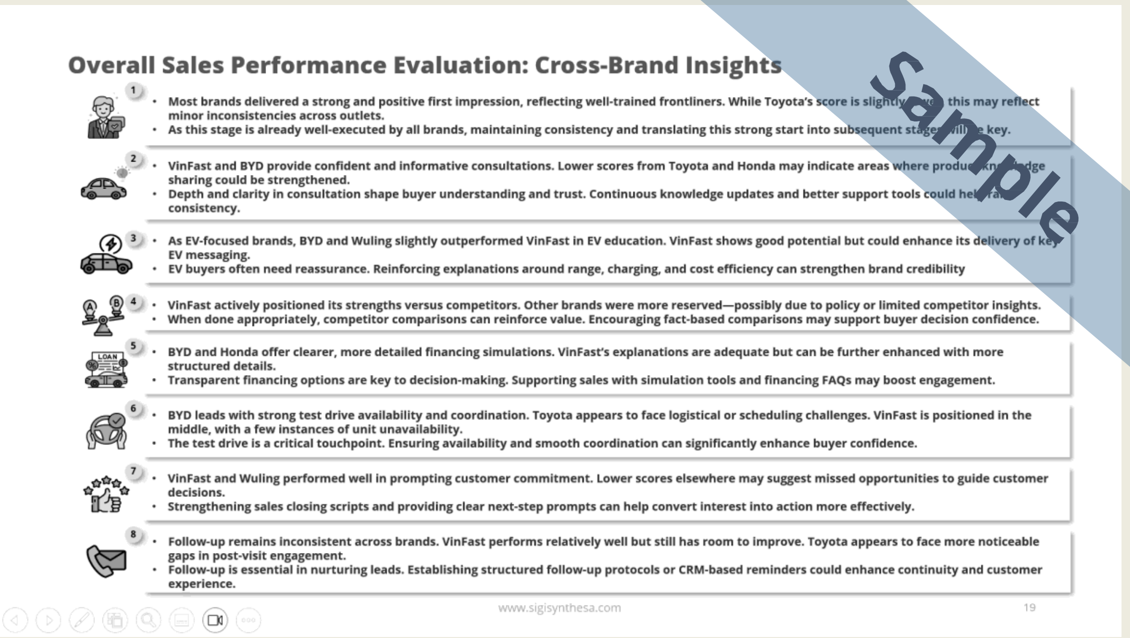
Example Deliverables



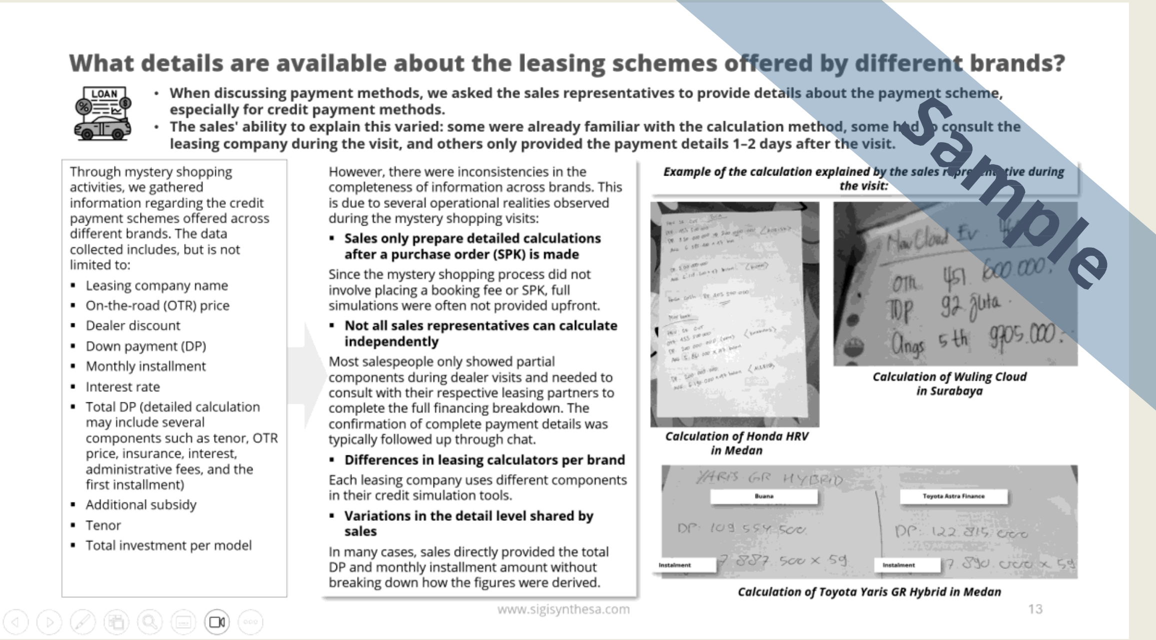
Competitor Discount



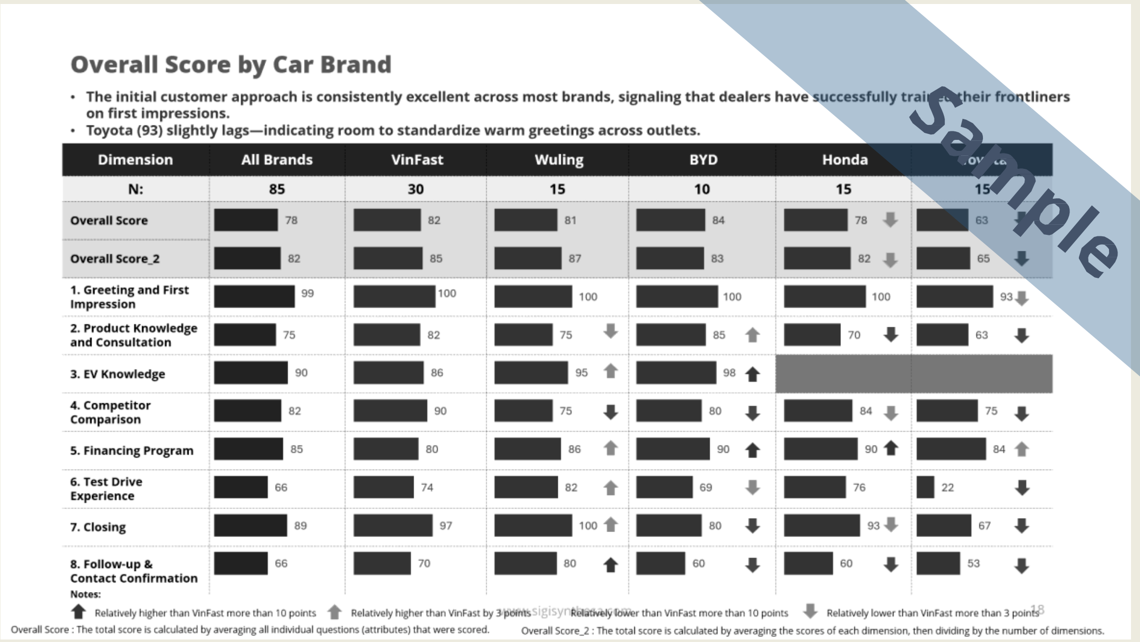
Overall score of specific brand



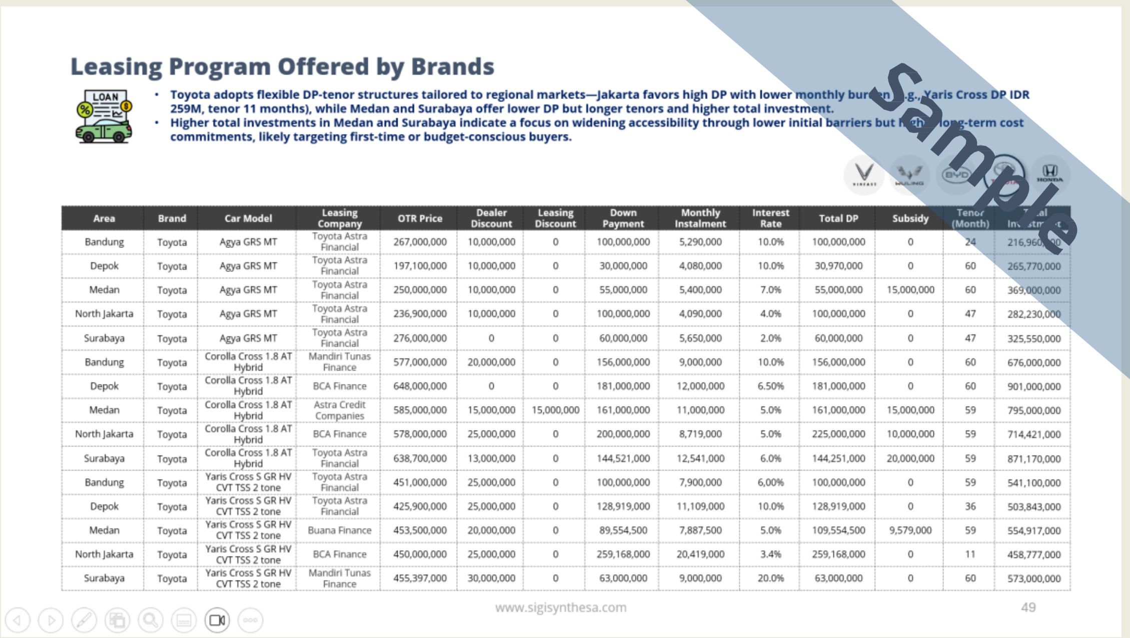
Overall Sales Performance



Leasing schemes details



Overall car brand score



Detailed leasing program

Our expertise in

Food & Beverage Industry

Sigi Synthesa

Our Experiences

In BHT & Product Test Study

We leverage our expertise across F&B categories and proven best practices to deliver **tailored product testing that addresses client needs and drives actionable insights.**

BHT Study

RTD Category

2022

BHT RTD TEA PRODUCT

To measure clients' RTD Tea product positioning in the market

- **Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan**
- **QUANTITATIVE** | N 1.000

Product Test Study

RTD Category

2023

NEW FORMULATED – PRODUCT TEST

To determining if there is a perceptible difference between the new formula vs current formula.

- **Jakarta**
- **QUANTITATIVE |** N 306

2020

NEW FORMULATED – PROTOTYPE TESTING

To assess consumer preference through packaging & concept testing

- **Jakarta & Bodetabek**
- **QUANTITATIVE |** N 250

2019

NEW FORMULATED – PRODUCT TEST

To confirm new formulated product improvement.

- **Jakarta & Makassar**
- **QUANTITATIVE |** N 250

Noodle Category

2023

NEW FORMULA – PRODUCT TEST

To assess consumer preference for new formulated product vs benchmark, and confirm formula superiority if any.

- **Cirebon & Yogyakarta**
- **QUANTITATIVE |** N 300

2023

NEW PRODUCT & PACKAGING TESTING

To assess consumer preference of new product vs benchmark, identify strengths/weaknesses, confirm formula superiority & improvement area, and test packaging response.

- **Jakarta**
- **QUANTITATIVE |** N 160

2023

NPD – PROTOTYPE TESTING

To measure new product acceptance & strength.

- **Palembang & Mataram**
- **QUANTITATIVE |** N 200

Candy Category

2019

NEW FORMULA CANDY – PRODUCT TEST

To assess consumer acceptance and preference for the reformulated relative to current and market leader as the competitive benchmark.

- **Jakarta & Surabaya**
- **QUANTITATIVE |** N 213

Our Food & Beverage **clients**

Food & Beverage

Industry

Brand Health Tracking Study

Brand Health Tracking

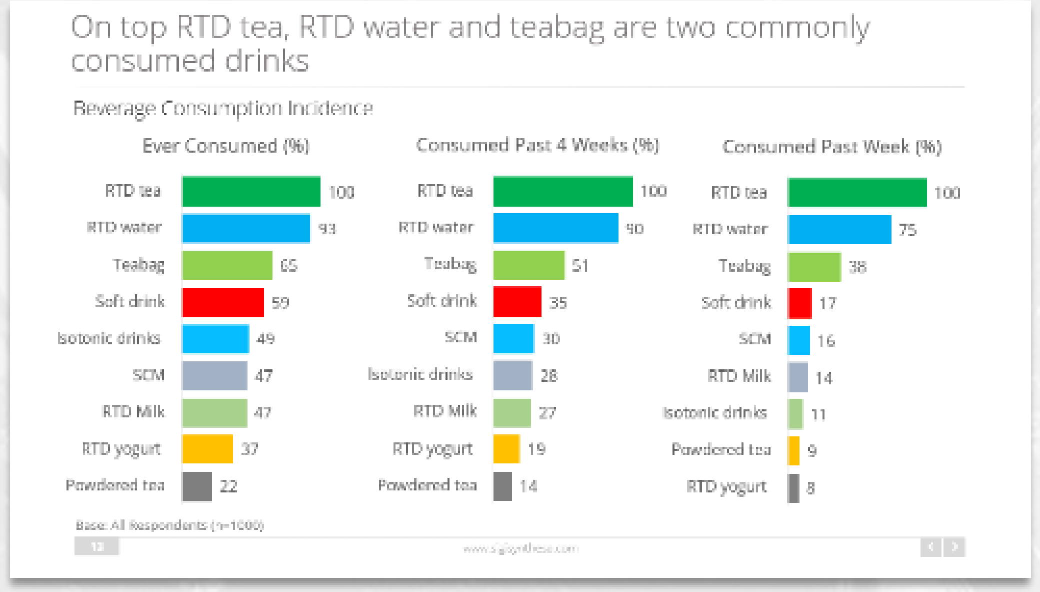
Quantitative Random Sampling with a combination of online survey & F2F interview
(n=1,000 respondents) across 6 cities in Indonesia
(Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan)

We helped the client **to understand evolving RTD Green Tea landscape, consumer behavior, and brand performance**

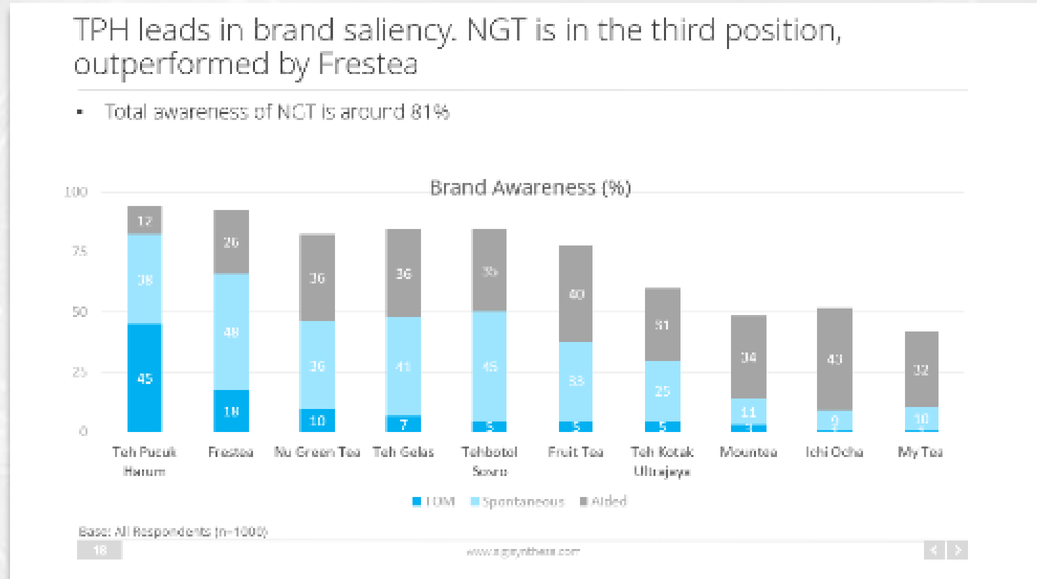
Market Landscape	Consumer Understanding			Brand Understanding
Category Size & Share	**Consumption Behavior**	**Consumer Segmentation**	**Purchase Behavior**	**Brand Dynamics**
▪ Penetration and incidence of RTD Green Tea ▪ Category awareness ▪ Demographic profiles of RTD Green Tea market	▪ Consumer profile ▪ Category driver ▪ Habit, usage and attitude of RTD Green Tea ▪ Reasons and factors considered ▪ Usage consumption ▪ Consumption place and frequency	▪ Consumer segmentation based on the needs and wants – Psychographic segmentation ▪ Consumer segmentation based on occasion	▪ Purchase place ▪ Purchase frequency ▪ Price evaluation	▪ Brand funnel (from awareness to usage) ▪ Brand choice triggers / drivers ▪ Brand switching ▪ Brand imagery ▪ Competitor brand evaluation ▪ Brand satisfaction and loyalty

Example Deliverables

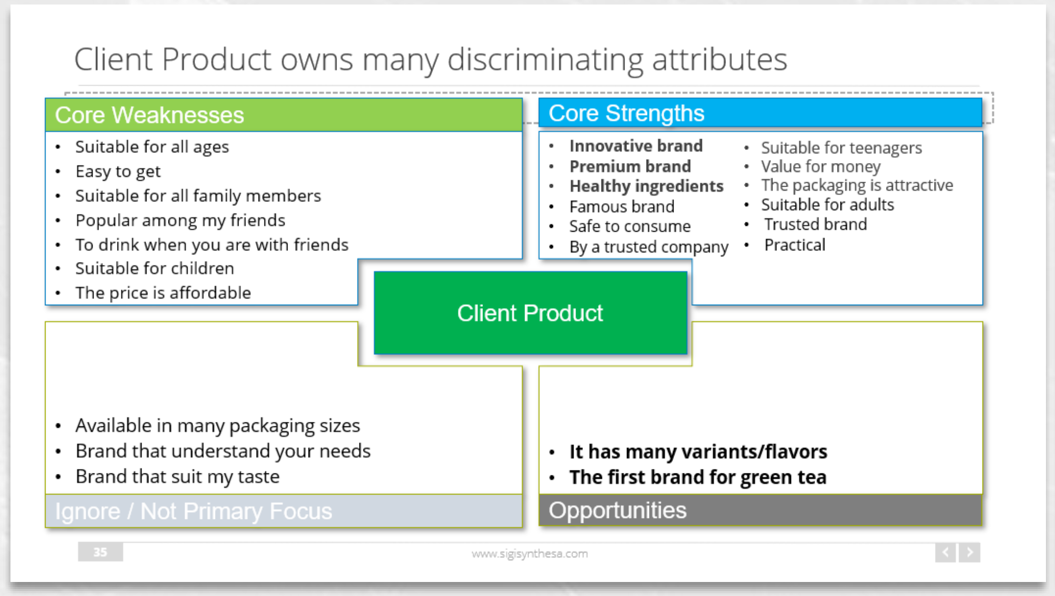
SAMPLE OUTPUT



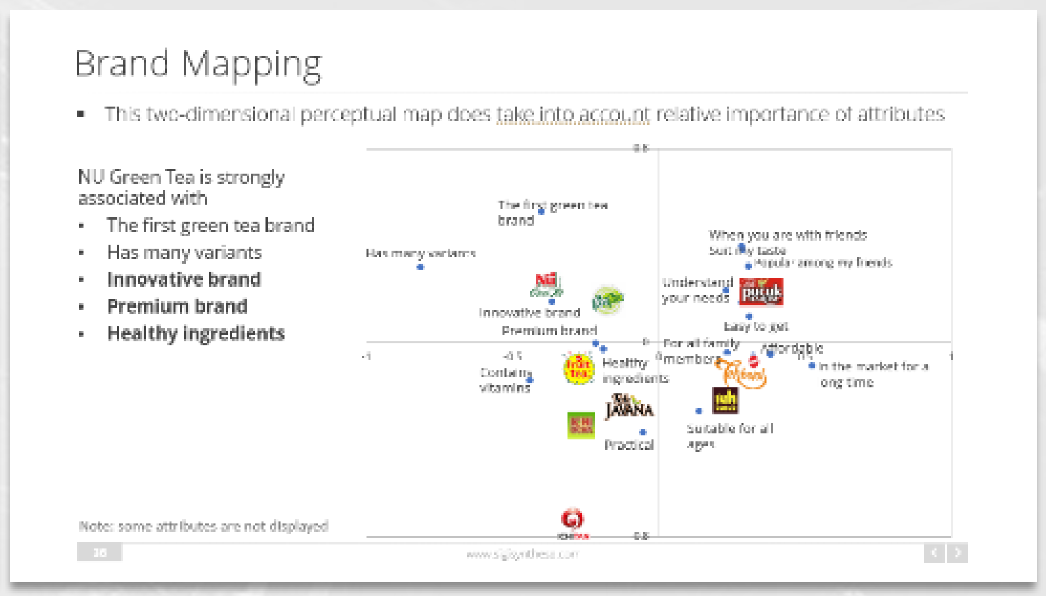
RTD Category Penetration



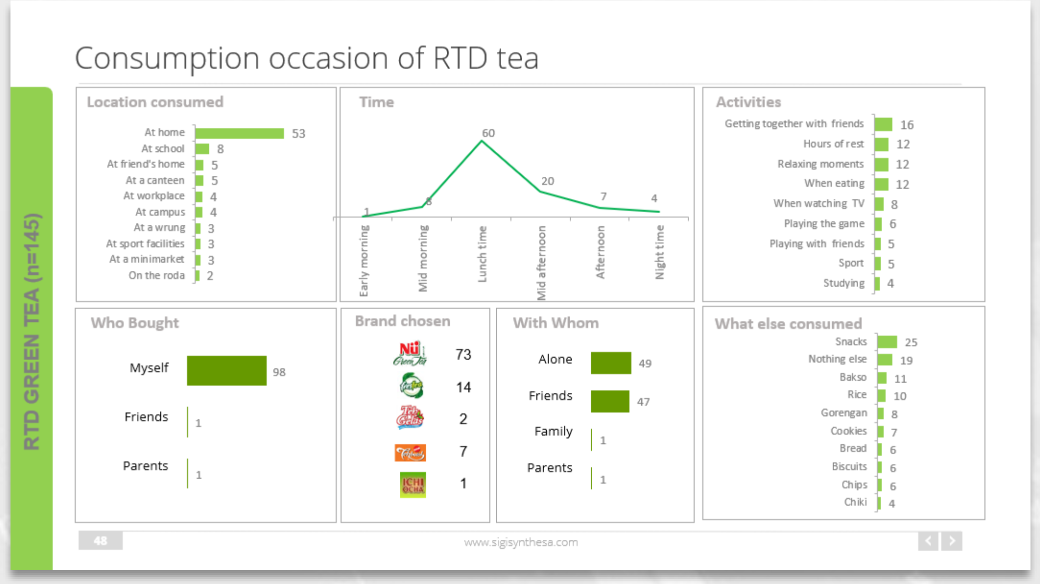
RTD Tea Brand Awareness



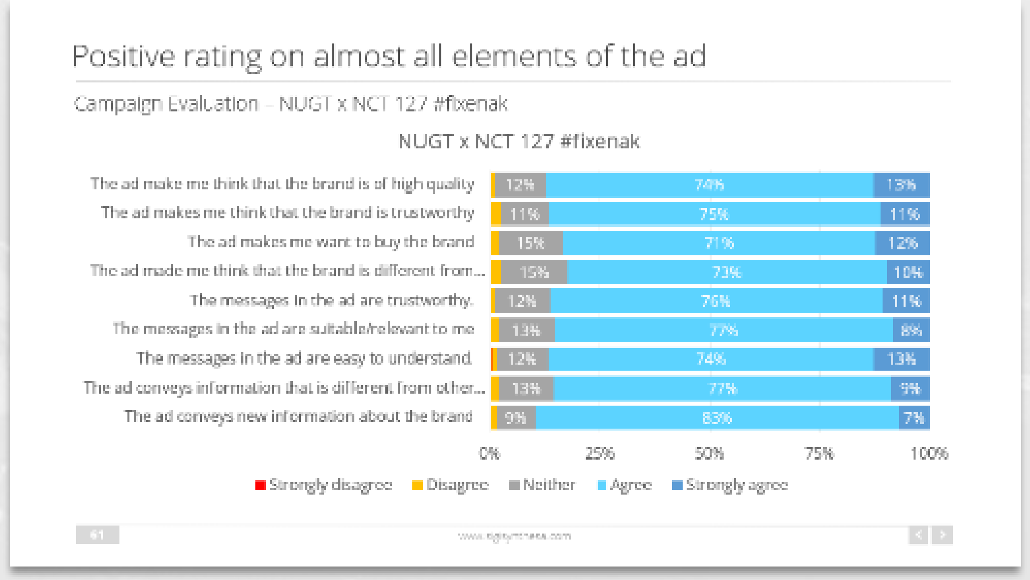
SWOT Analysis



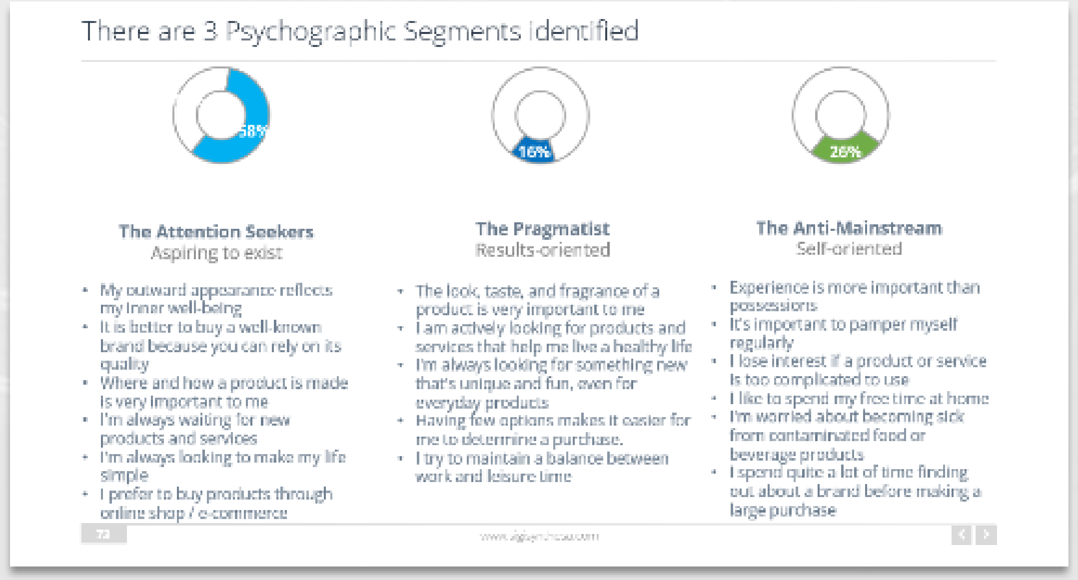
RTD Tea Brand Mapping



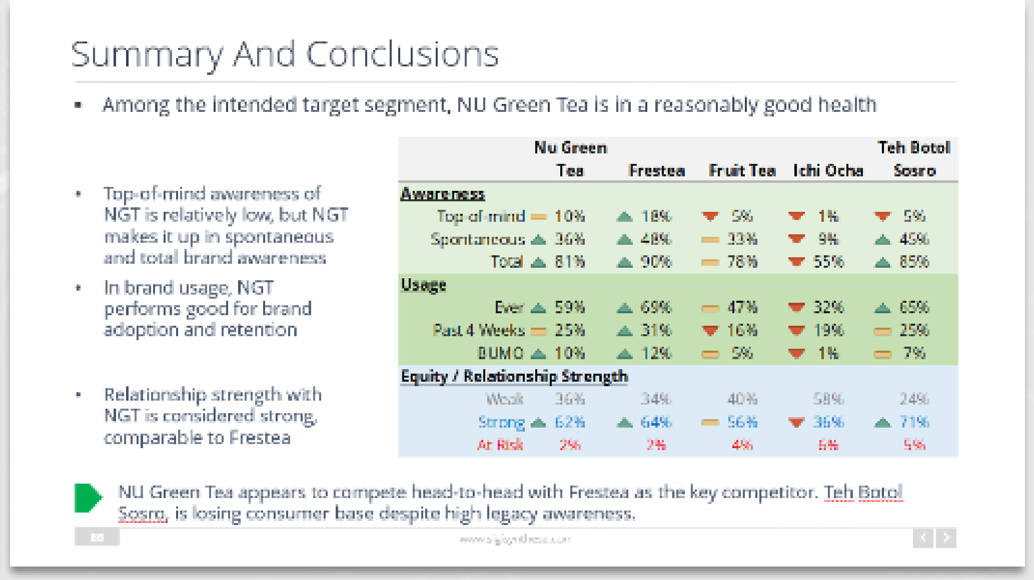
RTD Tea Consumption Occasion



Campaign Evaluation



Customer Segment Profiling



Summary & Conclusions

Food & Beverage Industry

Product Test Study

Our Experience Conducting
PRODUCT TEST for RTD Category

Background & Objective

This study is conducted to help the client navigate Indonesia's growing boba dairy tea market. With rising competition and continuous innovations, the client needs a clear strategy to maintain and grow market share. The reformulated boba dairy tea requires the right product mix strategy, as product superiority is key to winning the market.

- Assess consumer acceptance and preference of the reformulated boba dairy tea
- Gain insights from packaging and concept testing to understand liking, appeal, and preference
- Profile each product to identify strengths and weaknesses, and understand areas for improvement, if any
- Provide direction for go-no-go decision-making

Overall, the study provides clients with a comprehensive understanding of consumer response to the new product, actionable insights for product refinement, and a clear recommendation on whether to proceed with the launch.

Methodology

Quantitative research with F2F TAPI at CLT, with approaches:

✓ **Blinded sequential monadic product test –** Products were served blinded.

✓ **Products were rotated to avoid bias –** All products had equal chance to be evaluated as the first or second product

With pre-recruited respondent that we recruits based on their product userships.

Respondents Number

250 Respondents
in Jakarta

What we offer

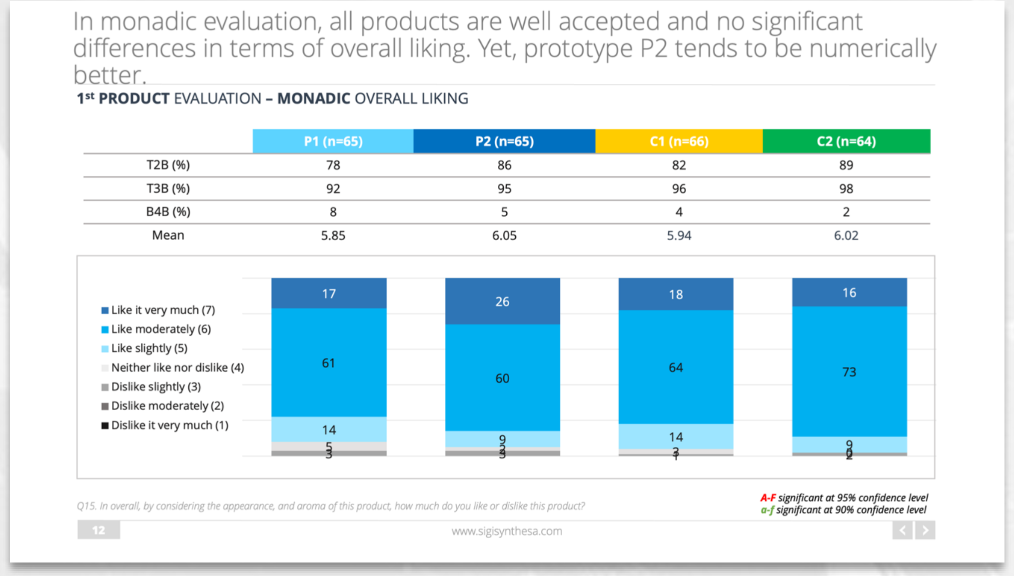
Through this study, we deliver:

- **Consumer insights** consisting of a thorough assessment of consumer acceptance, preference, liking, and appeal toward the reformulated boba dairy tea through packaging and concept testing, providing a clear understanding of what drives consumer choice.

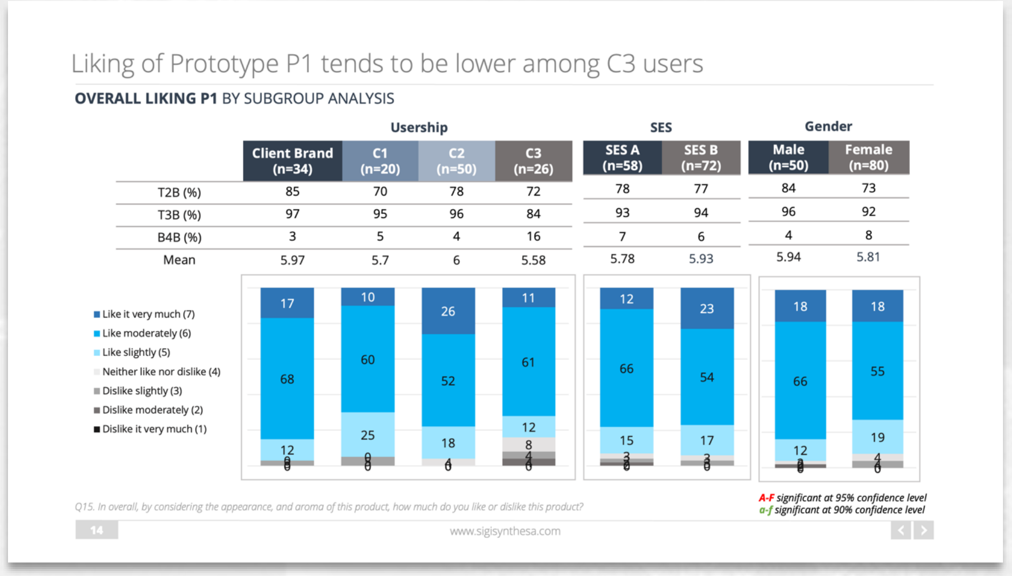
- **Strategic recommendations** including a detailed product profiling to identify strengths and weaknesses versus competitors, along with actionable improvement areas and a clear go/no-go recommendation to guide the client's product launch strategy.

Example Deliverables

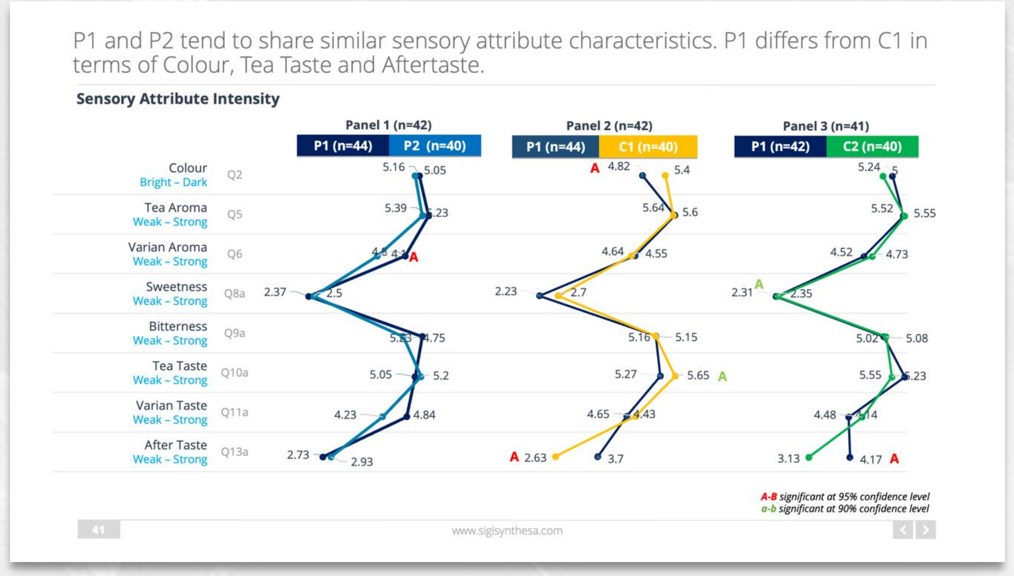
SAMPLE OUTPUT



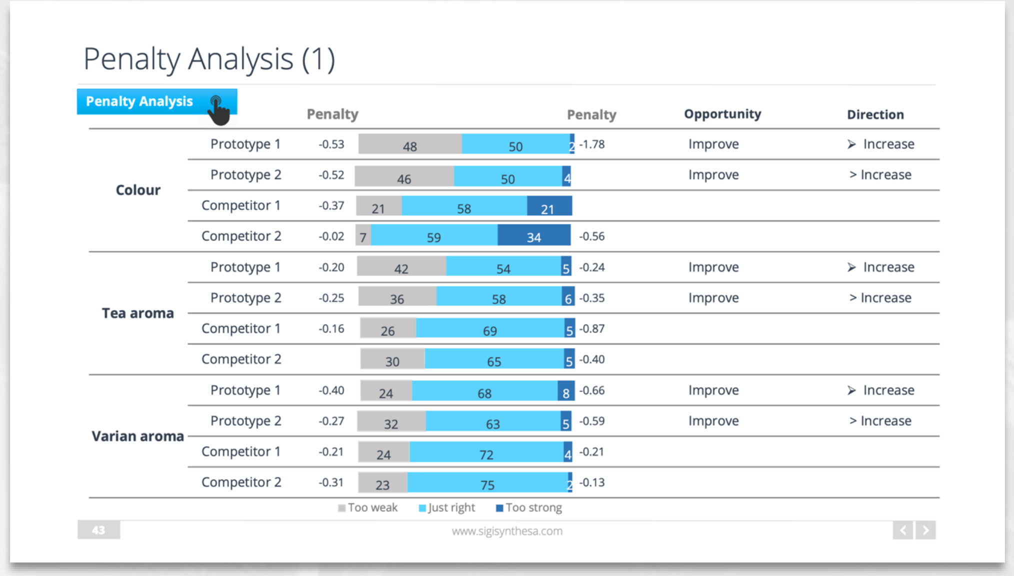
Product Overall Liking – Monadic Evaluation



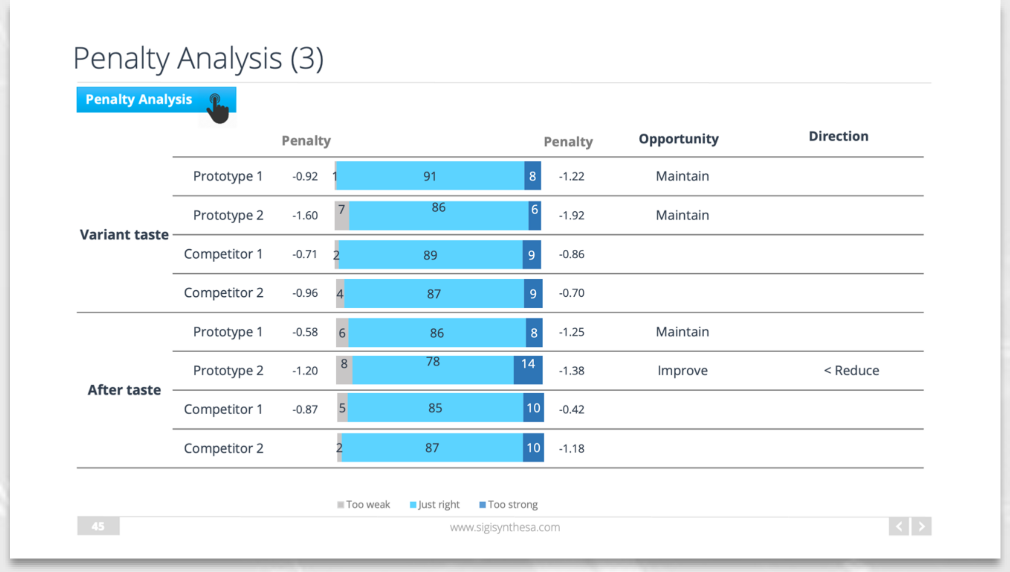
Product Overall Liking by Subgroup Analysis



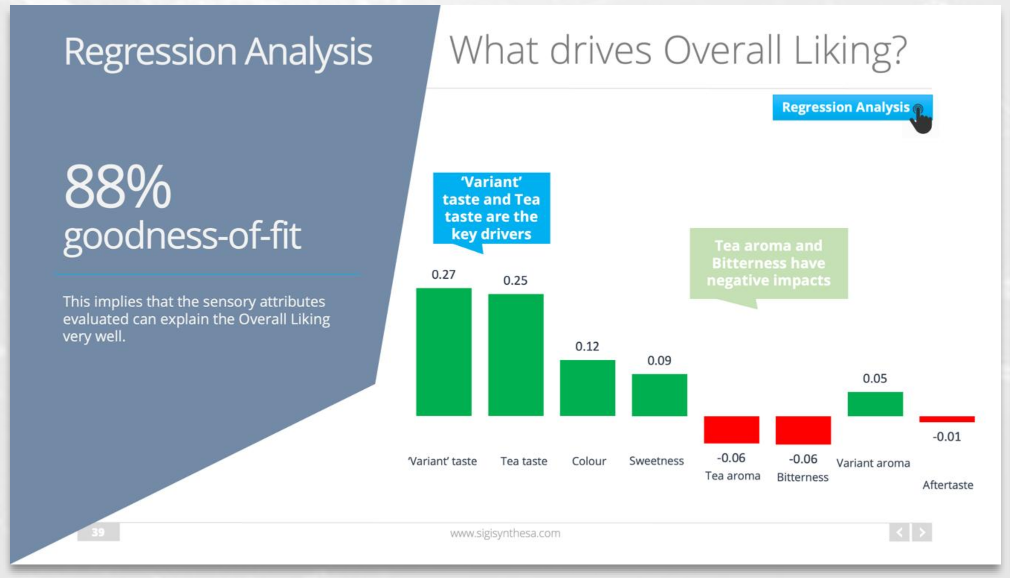
Sensory Attributes – Intensity analysis



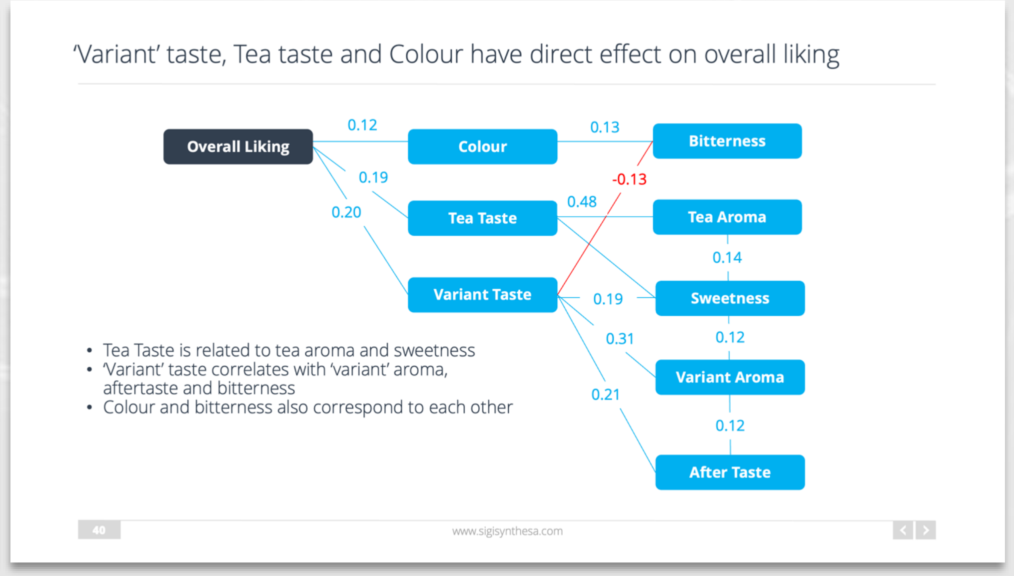
Sensory Attributes – Penalty Analysis



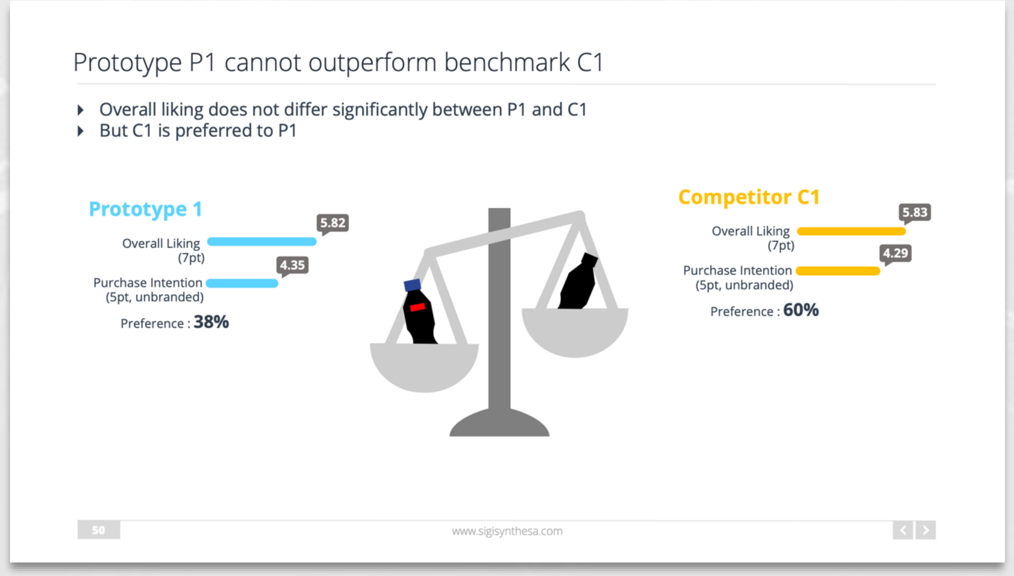
Taste Attributes – Penalty Analysis



Bar Chart – Regression Analysis



Graphical Model – Regression Analysis



Prototype 1 VS Competitor 1

Our expertise in

Retail & FMCG Industry

Our Experience Conducting Retail Audit for Tobacco Category

Background & Objective

This study is a retail compliance audit designed to ensure the accuracy and reliability of internal retail sales data through direct verification at the outlet level.
The audit aims to:

- Validate the existence of outlets within the sales network
- Verify salesforce visit activities at retail outlets
- Confirm the occurrence of sales transactions as recorded in internal systems

Overall, the study provides clients with a fact-based understanding of field execution, helping to identify potential gaps between system data and actual retail conditions.

Methodology

The study adopts a store-level, face-to-face audit approach, combining:

✓ Direct outlet observation
✓ In-person interviews with the outlet personnel responsible for product purchasing
✓ Collection of supporting evidence to ensure data validity

A structured, sample-based methodology is applied, with outlets selected from the client's database.

Coverage Area

National Roll Out :
32 Depos all over Indonesia,
6,400 total sample per quarter

Target Store :
General trade

What we offer

Through this study, we deliver:

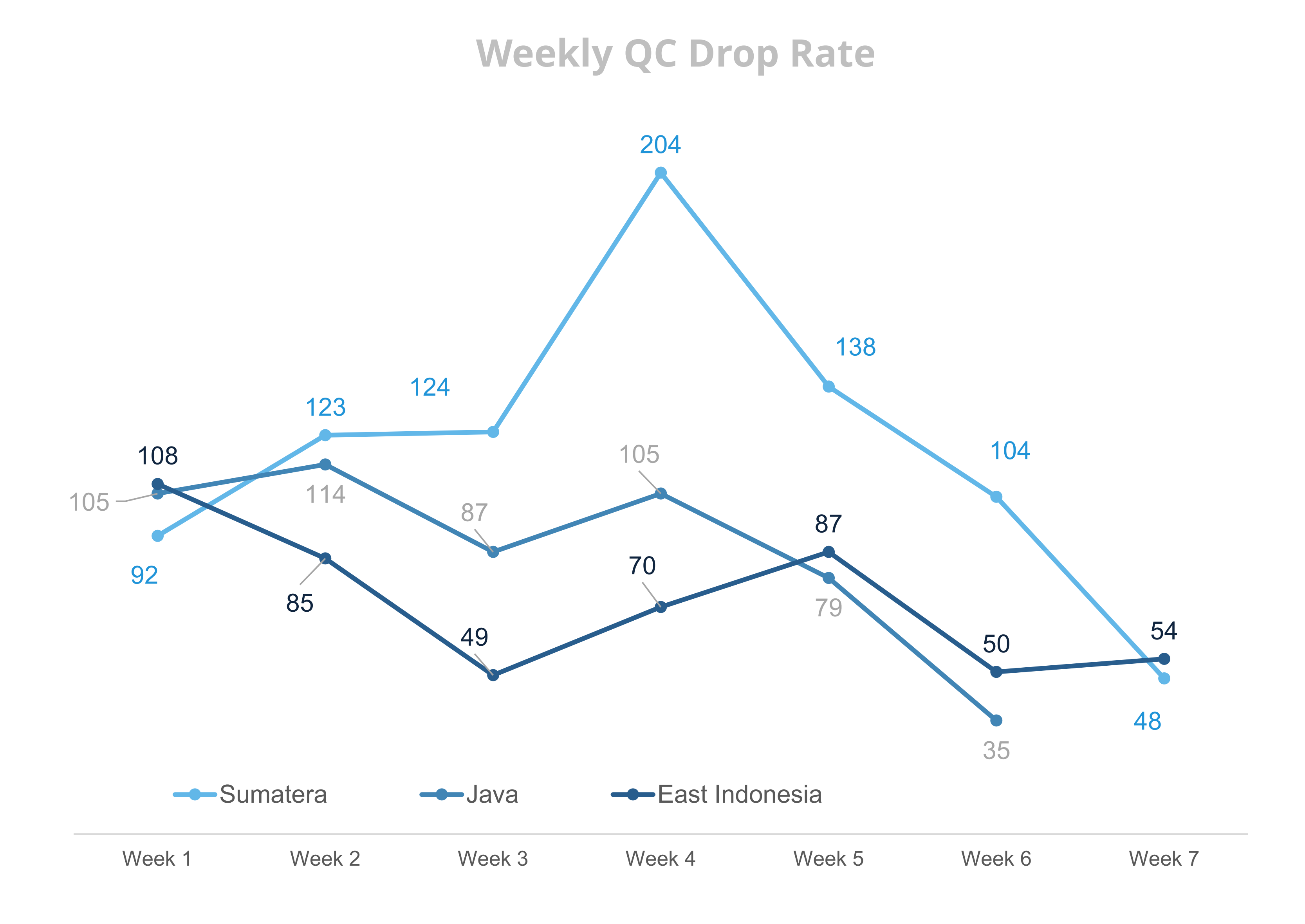
- **An end-to-end retail audit solution**, covering sampling, fieldwork, quality control, and reporting
- **Multi-layered quality control processes**, including centralized validation and daily monitoring
- **Transparent and traceable audit outputs**, supported by field evidence
- **Actionable insights** to support decision-making and improve retail execution

Quality Control **Drop Rate**

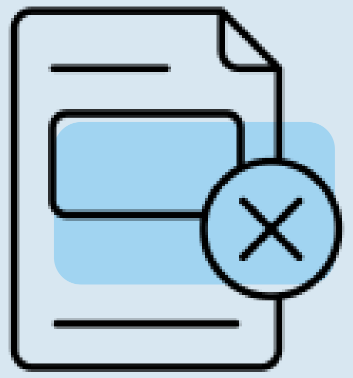
ILLUSTRATION

Data collection issues emerged mid-audit period because of auditor turnover,

however, these issues improved by the end of the period as team stability was restored.



Audit Drop Rate
Analysis



- ❑ The audit drop rate across West Indonesia, Java, and East Indonesia increased significantly during Weeks 4 and 5, coinciding with a period of auditor turnover.
- ❑ The decline was most pronounced in the Sumatera region by Week 4, closely mirroring the trend observed in Java.
- ❑ East Indonesia experienced its peak decline in Week 5.
- ❑ This surge in data rejections was directly attributed to the transition period involving newly onboarded auditors.

Corrective Actions & Outcomes

In response to these issues, mandatory **briefing sessions were implemented for all incoming auditors.**

A targeted intervention protocol was activated whereby comprehensive debriefing sessions – were conducted whenever a region’s drop rate exceeded 15%.

For auditors identified as high-risk, **one-on-one debriefings were conducted to address specific performance gaps.**

These structured interventions proved effective,
resulting in improved team stability, reduced error rates, and enhanced data accuracy across all regions in the subsequent weeks.

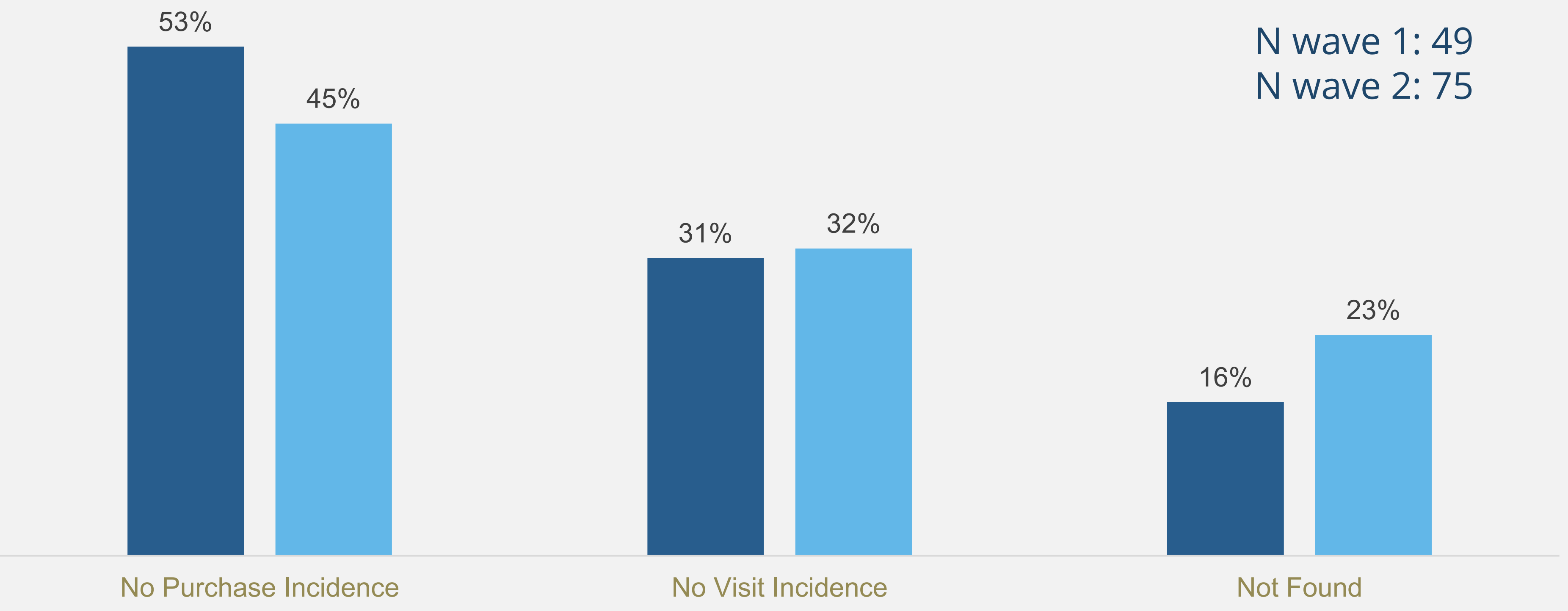
ILLUSTRATION

Incompliance Incidence

In both waves, revalidation significantly reduced the number of cases confirmed as “non-compliant”, especially in wave 2.

The primary distinction is that Wave 2 yielded higher inconclusive rates, as not all non-compliant data underwent revalidation

Incompliance Incidence – **Before Revalidation**



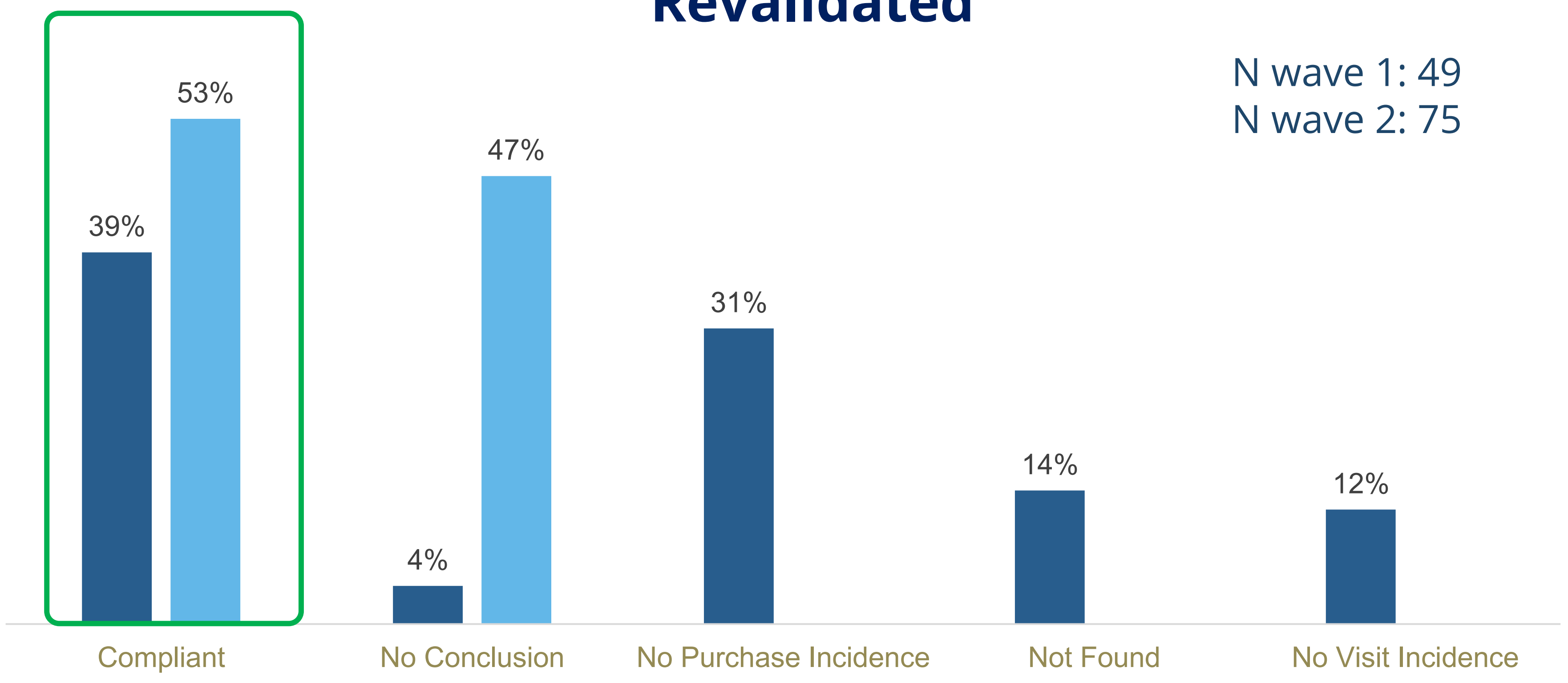
Wave 1

Incompliance cases were generally found because storekeepers claimed they did not purchase cigarettes from visiting sales representatives, followed by no visits incidence and store not found.

Wave 2

Non-compliance cases were generally identified due to storekeepers’ claims that they had not purchased cigarettes from visiting sales representatives, followed by incidents of no visits and cases where stores were not found.

Incompliance Incidence – **Revalidated**



Wave 1

After revalidation, most suspected incompliances were confirmed as compliant, the remaining cases were mainly due to no purchase incidence, followed by store not found and no visit incidence.

Wave 2

After revalidation, most suspected incompliances were confirmed as compliant, the remaining cases were mainly due to no conclusion.

Our Experience Conducting **PRODUCT TEST** for Candy Products

Background & Objective

This study is conducted in response to client commitment to continuous product improvement, aiming to test consumer acceptance of the newly reformulated candy against its current formulation and the market leader. The research aims to:

- Assess consumer acceptance and preference for the reformulated relative to the current and market leader as the competitive benchmark.
- Profile each product to identify their respective strengths and weaknesses, as well as areas for potential improvement.
- Provide clear direction to support a go/no-go decision for the reformulated product.

Overall, the study provides clients with actionable consumer insights and a data-driven recommendation to guide their strategic product development and market positioning decisions.

Methodology

The study adopts Quantitative research with F2F TAPI at CLT, with approaches:

- ✓ **Blinded sequential monadic product test –** Products were served blinded in a Plate)
- ✓ **Products were rotated to avoid bias –** All products had equal chance to be evaluated as the first or second product

With pre-recruited respondent that we recruits based on their product userships.

Respondents Number

213 Respondents
in Jabodetabek & Surabaya.

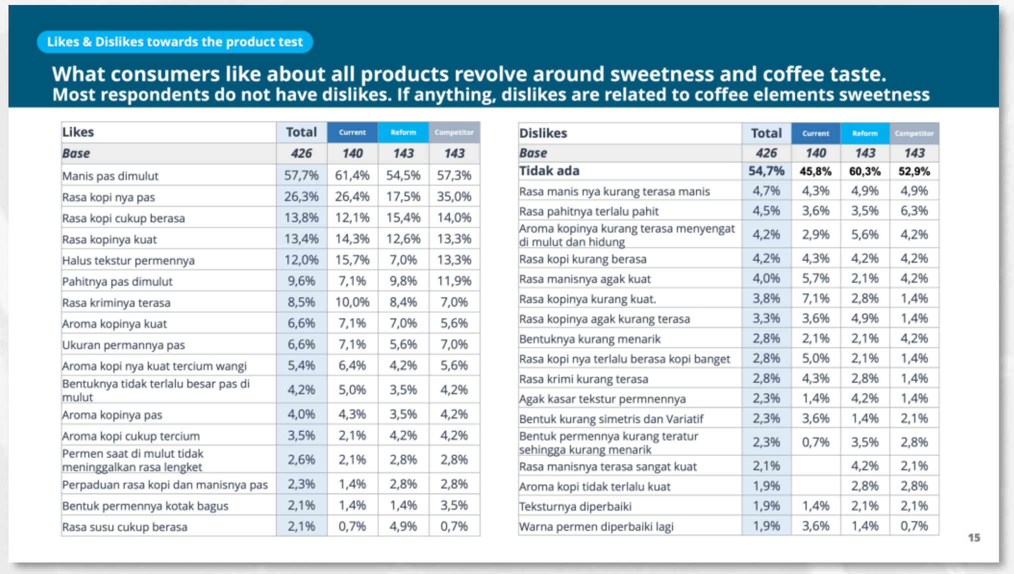
What we offer

Through this study, we deliver:

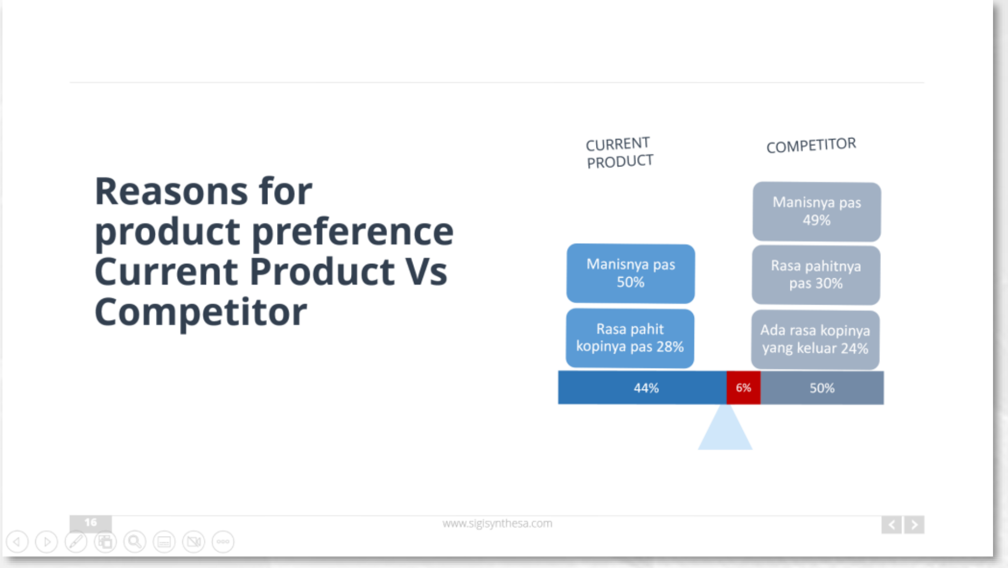
- **Clear consumer insights** on acceptance and preference for the reformulated product versus the current formulation and competitor product, for the client know exactly where the product stands.
- **Actionable recommendations** on product strengths, weaknesses, and improvement areas, plus a data-driven go/no-go recommendation to guide for next strategic move.

Example Deliverables

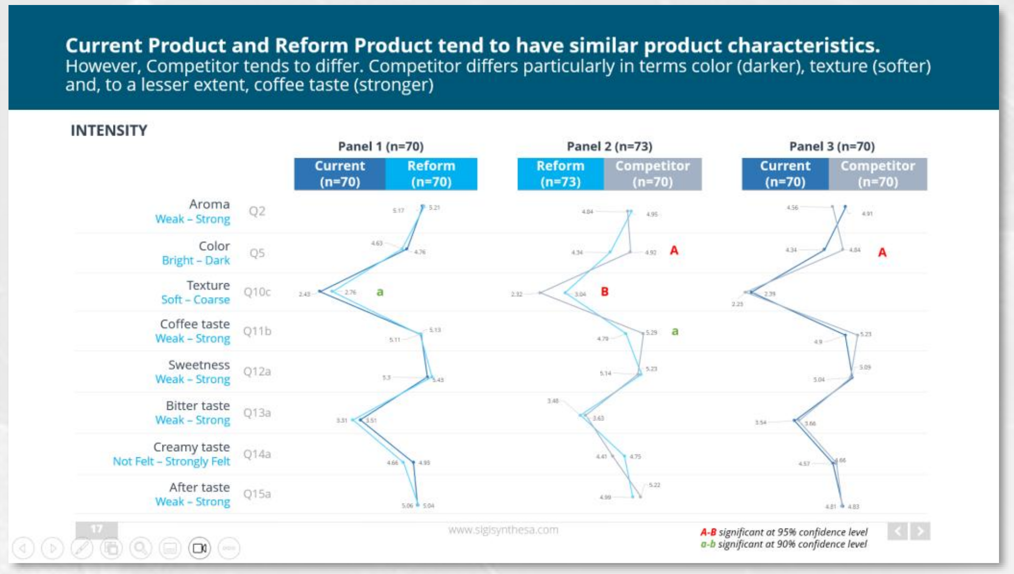
SAMPLE OUTPUT



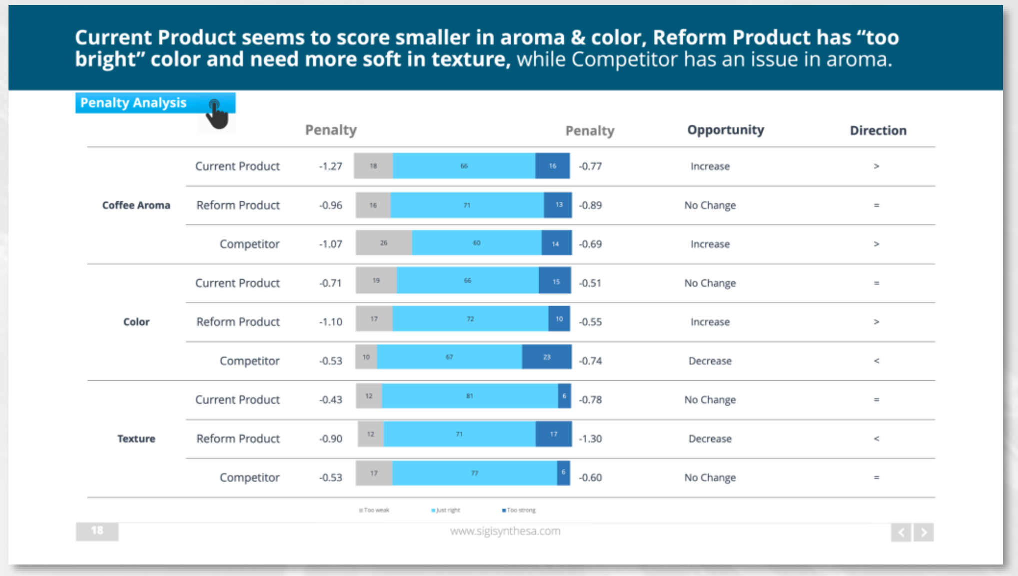
Product Overall Liking



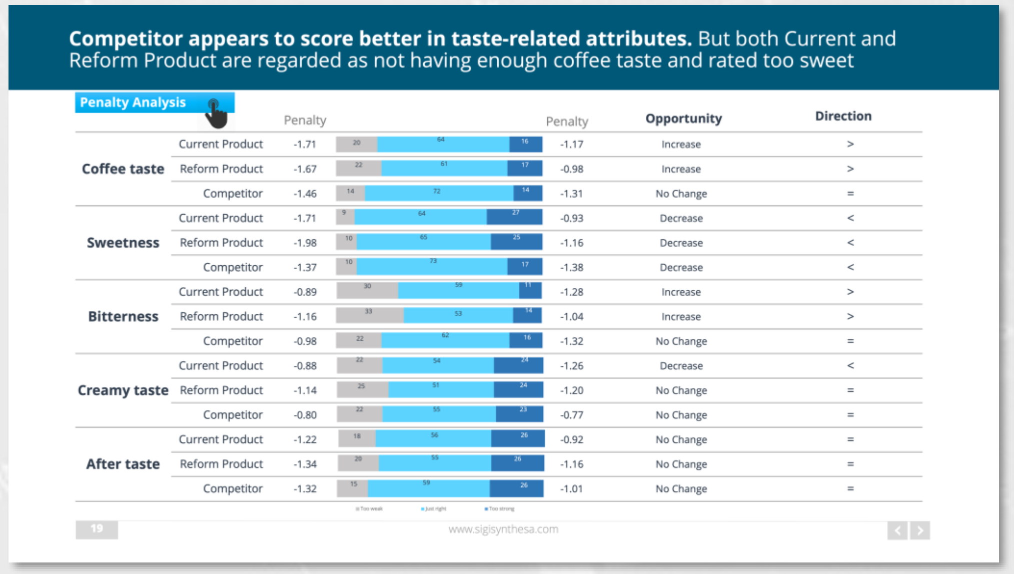
Reasoning of product preference



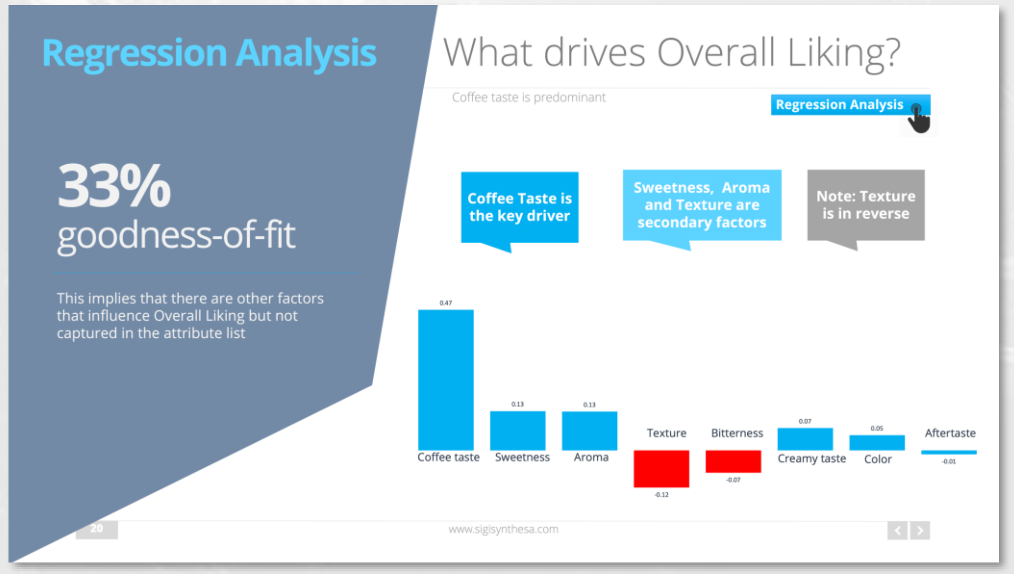
Intensity analysis



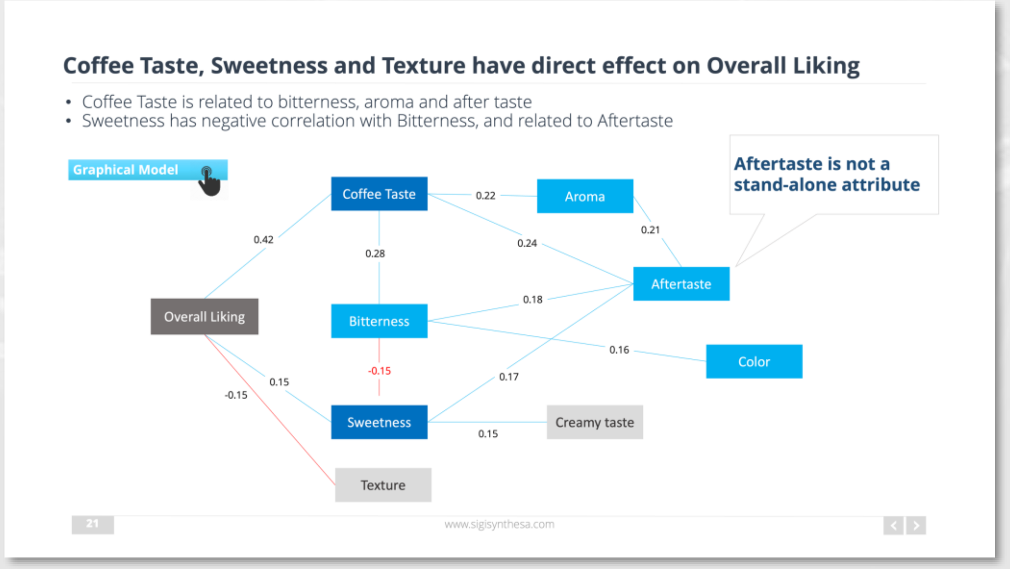
Sensory Attributes – Penalty Analysis



Taste Attributes – Penalty Analysis



Bar Chart – Regression Analysis



Graphical Model – Regression Analysis

Spontaneous reaction of certain attribute

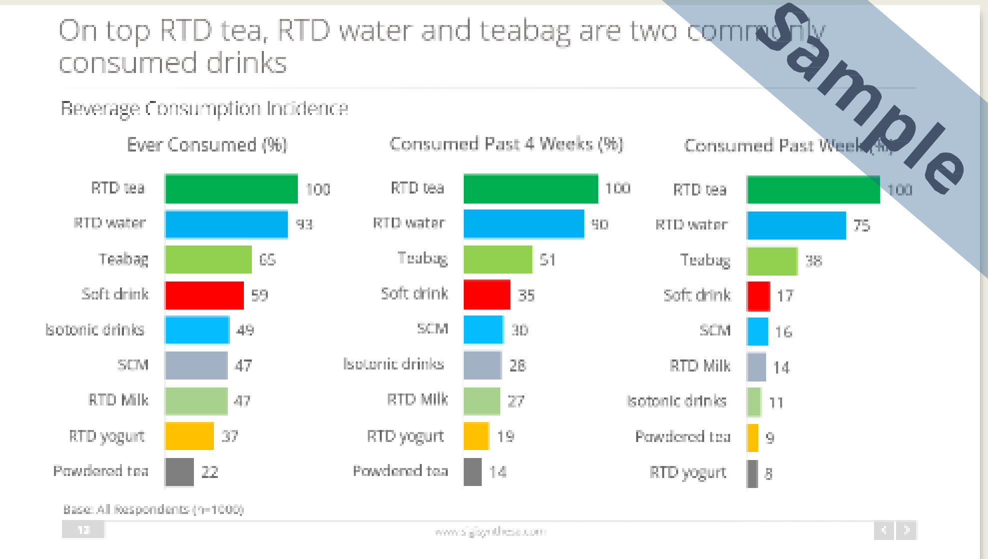
Brand Health Tracking

Quantitative Random Sampling with a combination of online survey & F2F interview
(n=1,000 respondents) across 6 cities in Indonesia
(Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan)

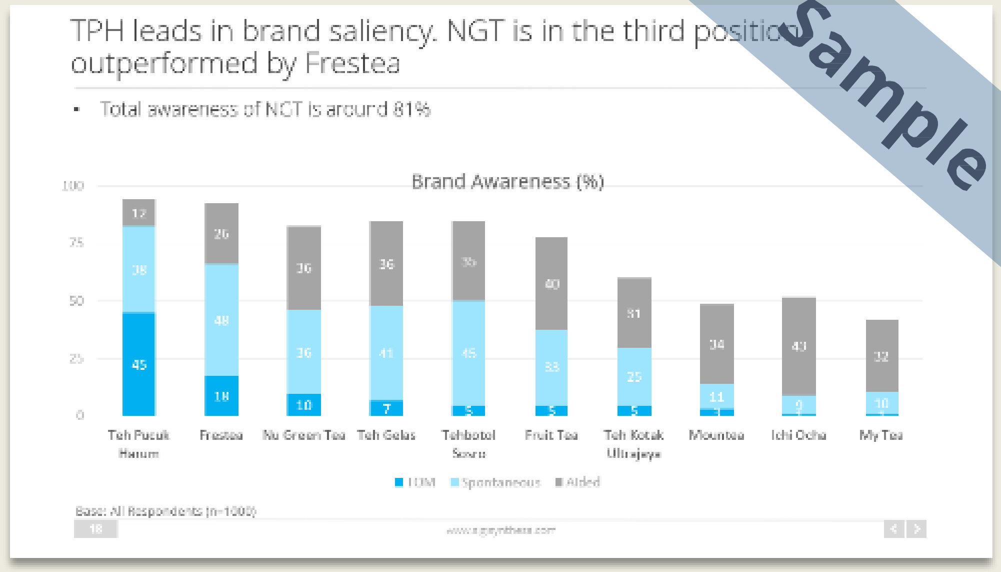
We helped the client **to understand evolving RTD Green Tea landscape, consumer behavior, and brand performance**

Market Landscape	Consumer Understanding			Brand Understanding
Category Size & Share	**Consumption Behavior**	**Consumer Segmentation**	**Purchase Behavior**	**Brand Dynamics**
▪ Penetration and incidence of RTD Green Tea ▪ Category awareness ▪ Demographic profiles of RTD Green Tea market	▪ Consumer profile ▪ Category driver ▪ Habit, usage and attitude of RTD Green Tea ▪ Reasons and factors considered ▪ Usage consumption ▪ Consumption place and frequency	▪ Consumer segmentation based on the needs and wants – Psychographic segmentation ▪ Consumer segmentation based on occasion.	▪ Purchase place ▪ Purchase frequency ▪ Price evaluation	▪ Brand funnel (from awareness to usage) ▪ Brand choice triggers / drivers ▪ Brand switching ▪ Brand imagery ▪ Competitor brand evaluation ▪ Brand satisfaction and loyalty

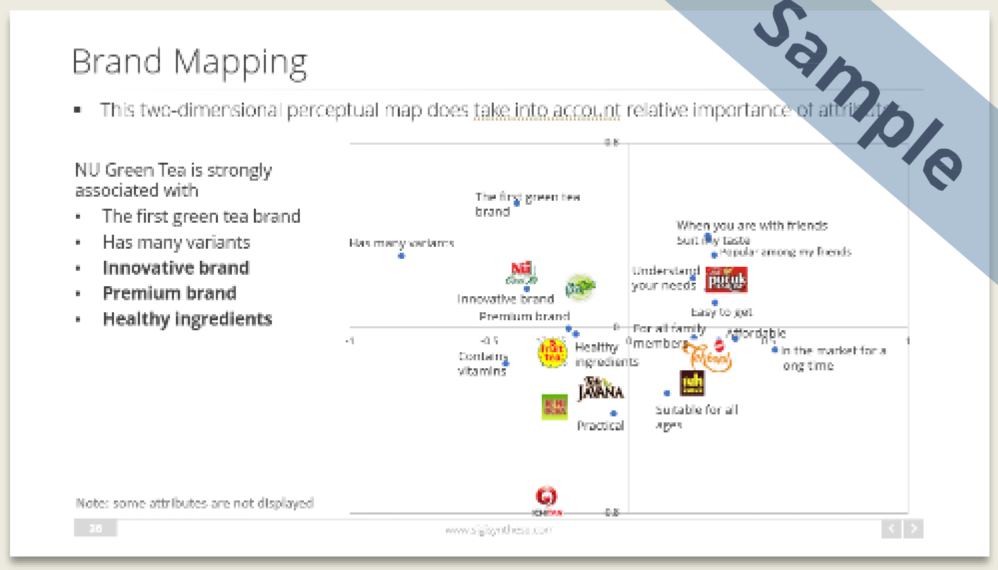
Example Deliverables



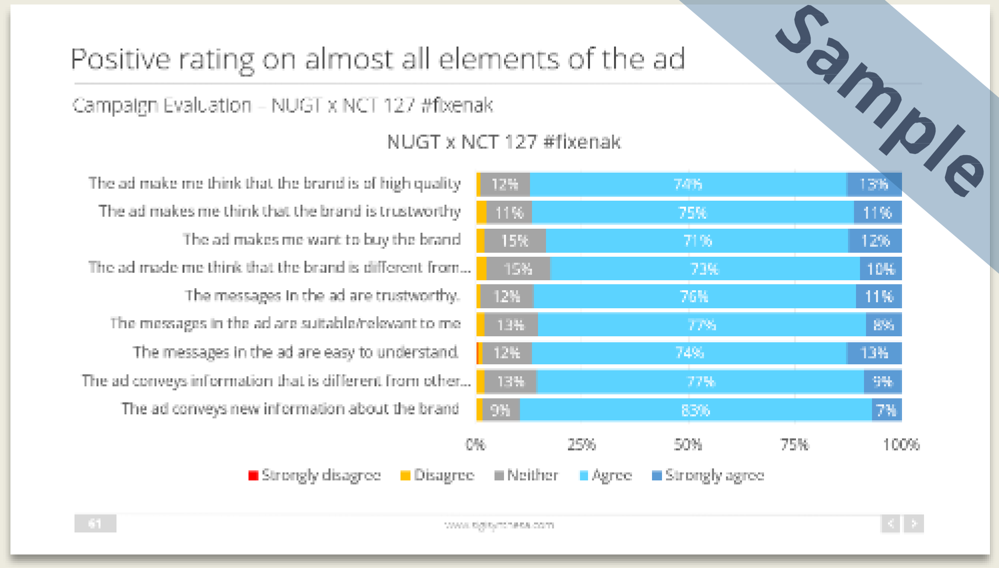
Category Penetration



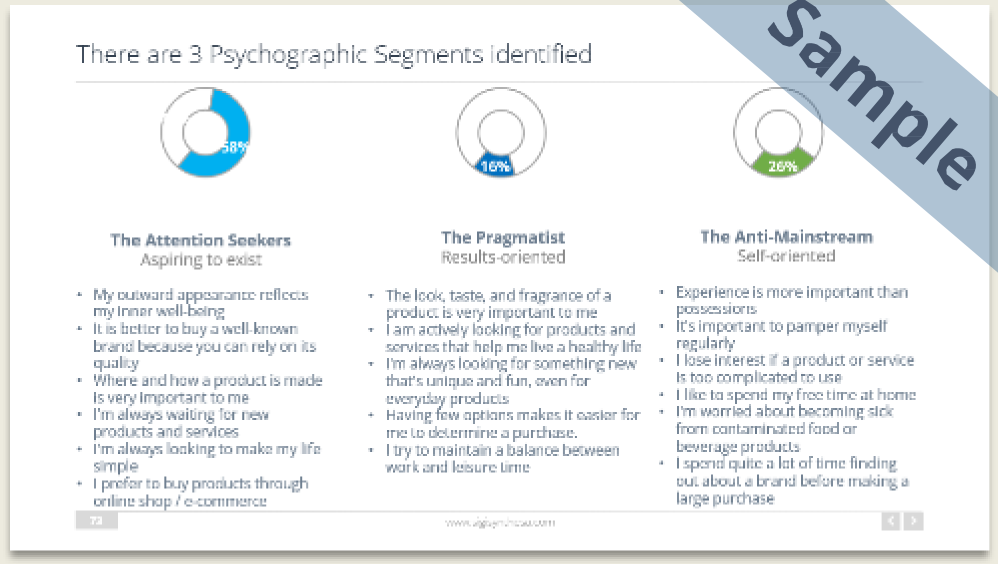
Brand Awareness



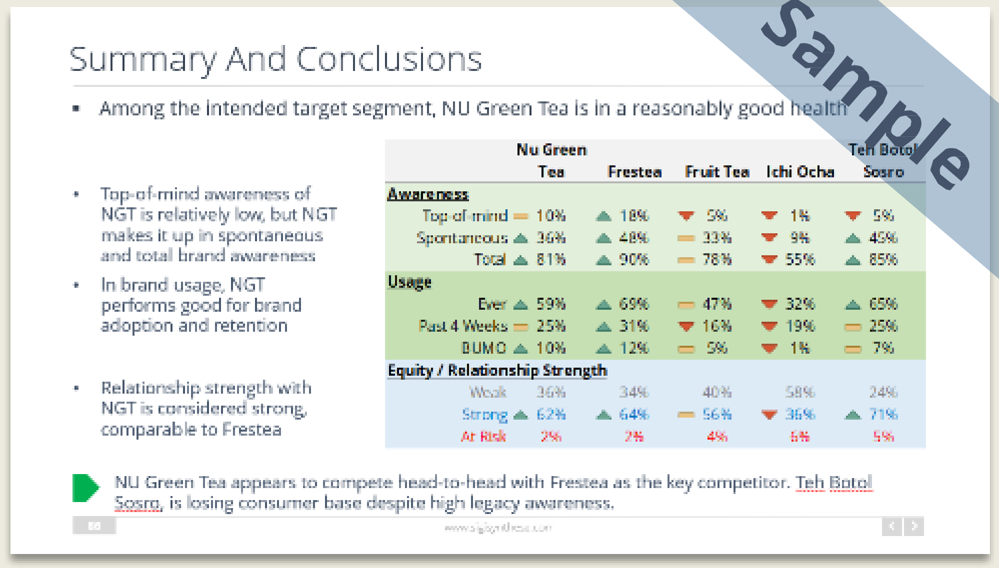
Brand Mapping



Advertisement Evaluation



Segment Profiling



Summary & Conclusion

Sigi Synthesa

Our expertise in

Bank & Financial Services Industry

Brand Health Tracking

Quantitative Random Sampling with F2F interview (n=600)

One of our clients is growing private bank which quite known in credit card market.
We helped the client **to understand their brand performance along three basic dimensions**.

Brand Health & Equity

- How is the customers' awareness of our brand and the competitors?
- How strong are our brands vs. competitors?
- What are the key differences in customer perceptions between different brands?
- Do our customers feel loyal to our brand?
- What is the obstacle faced by the non-user for not using our brand?
- How is the adoption and penetration of our brands compared to the competitors?
- What are the main reasons for customers to choose certain kinds of brands?
- Does our brand have a potential to grow in the future?

Market Success

- What is the overall satisfaction of each brand's user? Are they willing to promote their usage brand?
- What are the main reasons that may influence the satisfaction level?
- What are the main factors for customers to promote their usage brands?
- Do customers use our brand most often? Which other brands do they also use?
- Do customers spend more for our brand?
- Do customers buy our brand often than in the past? Why do they do so?
- How do customers talk about our brand?

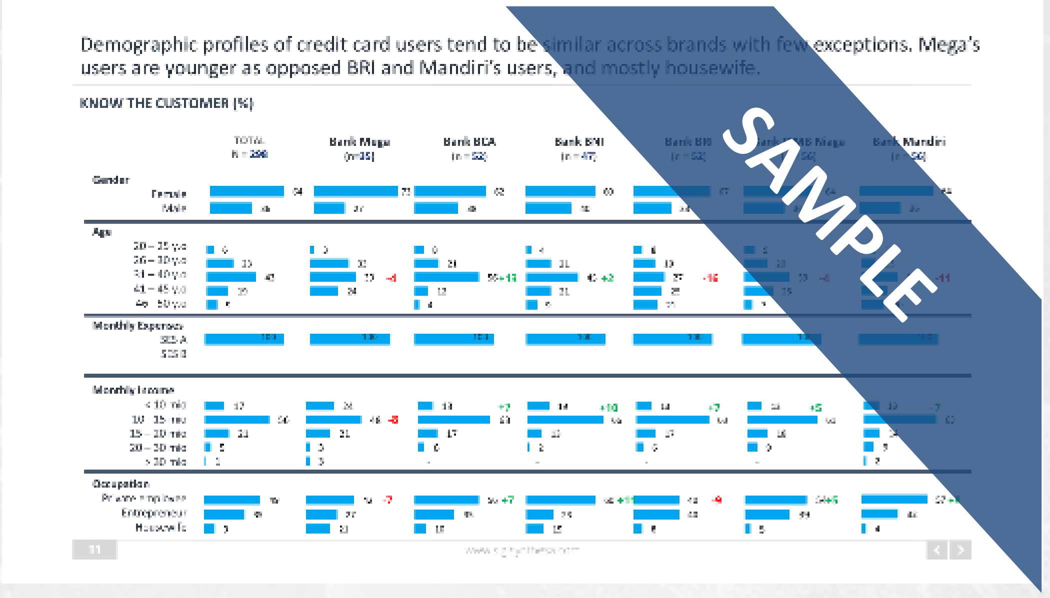
Key Drivers

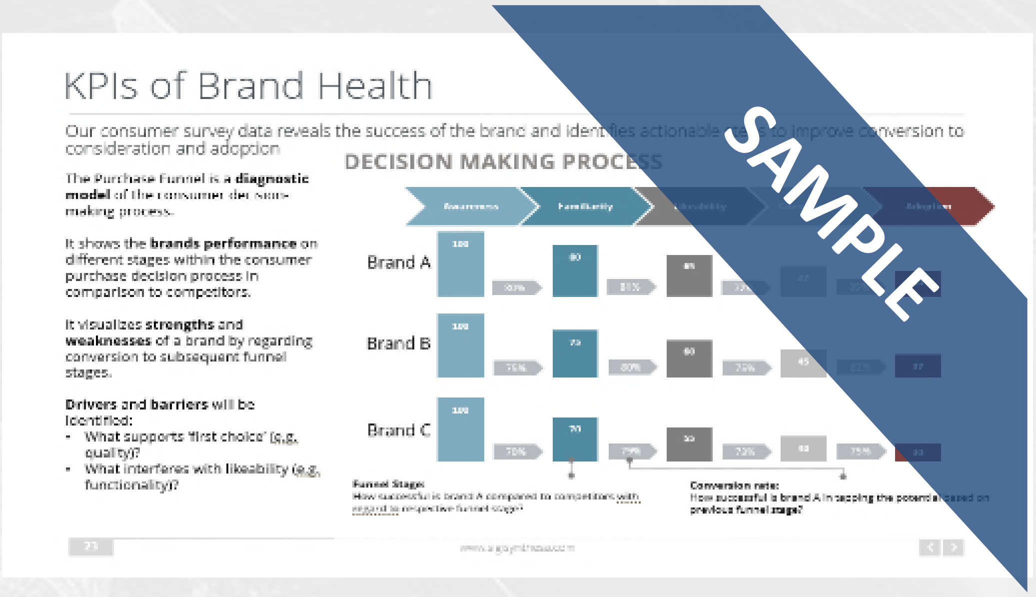
- What factors are considered important by customers?
- How much do they influence brand choice? What is their impact on brand equity?
- Should we reallocate our budget?
- How is the customer personification of our brand?

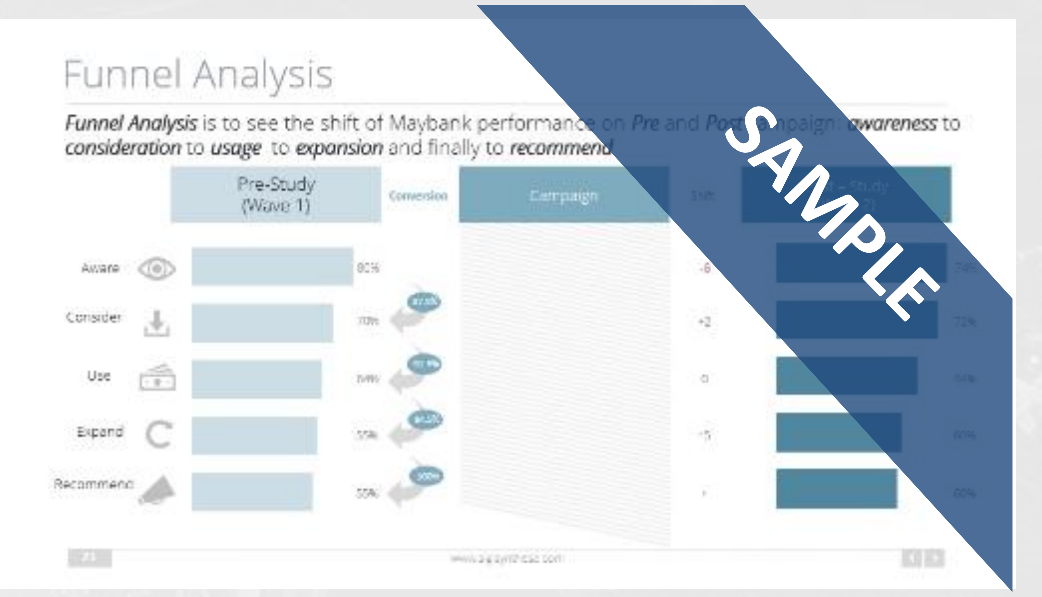
BHT – Sample Output

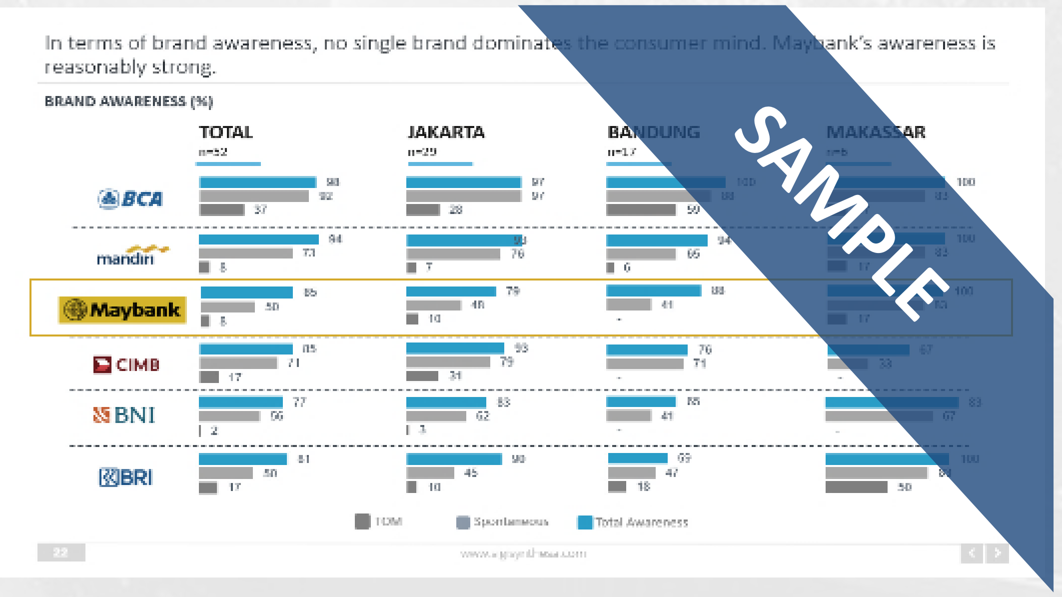
Analysis Output:
Marketing final analysis followed by brand equity analysis then brand mapping and brand personality. Meanwhile for example brand funnel components that we evaluated are covering awareness, usage, positioning.

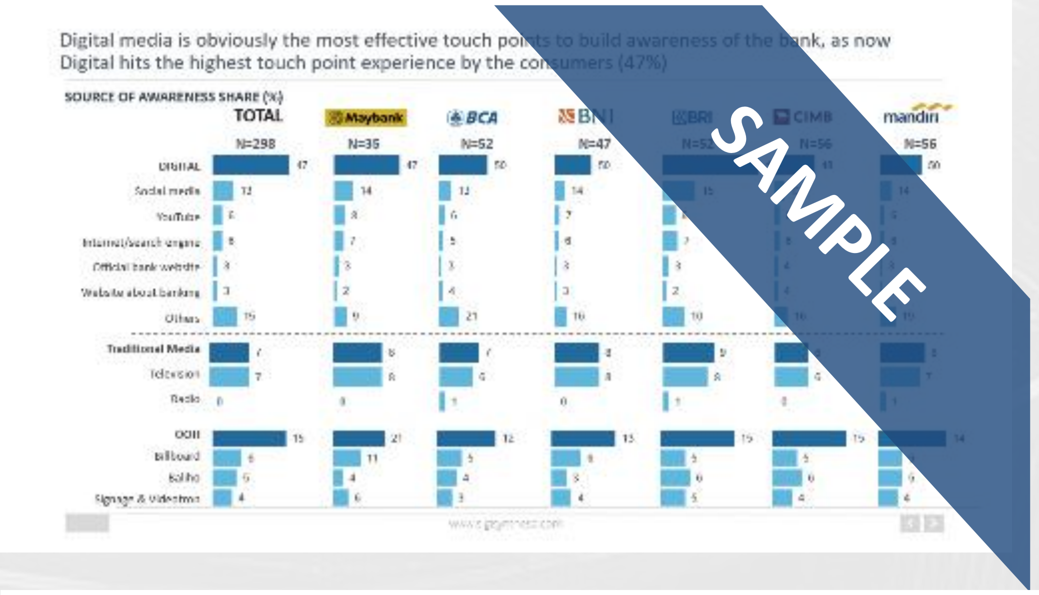
Conclusions:
The pros of the study we could grab some understanding holistically during a particular period of time
While, it has some limitations which is time constraints due to its one-time study.

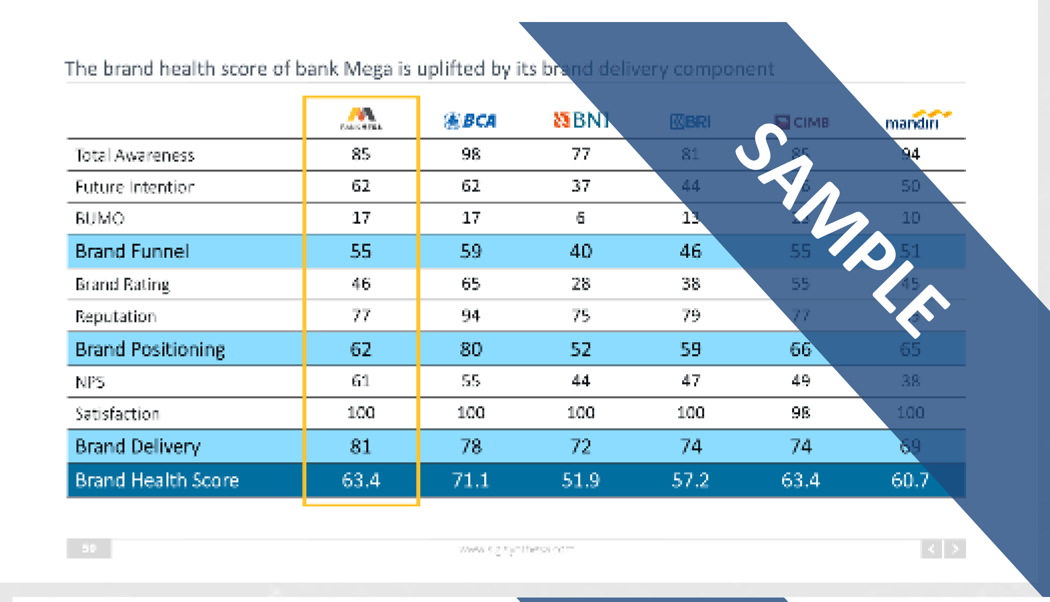


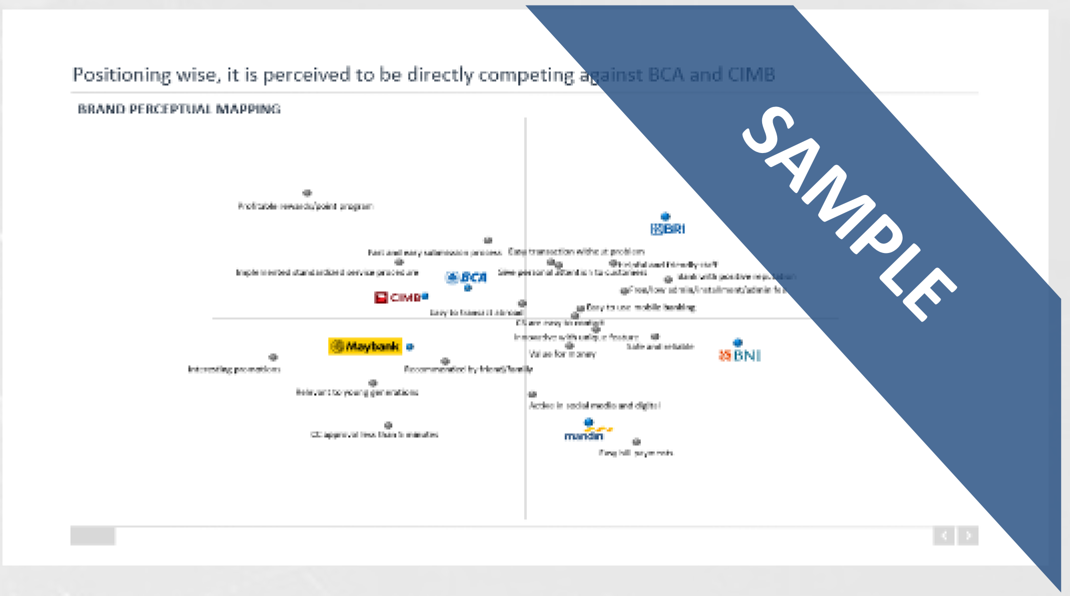


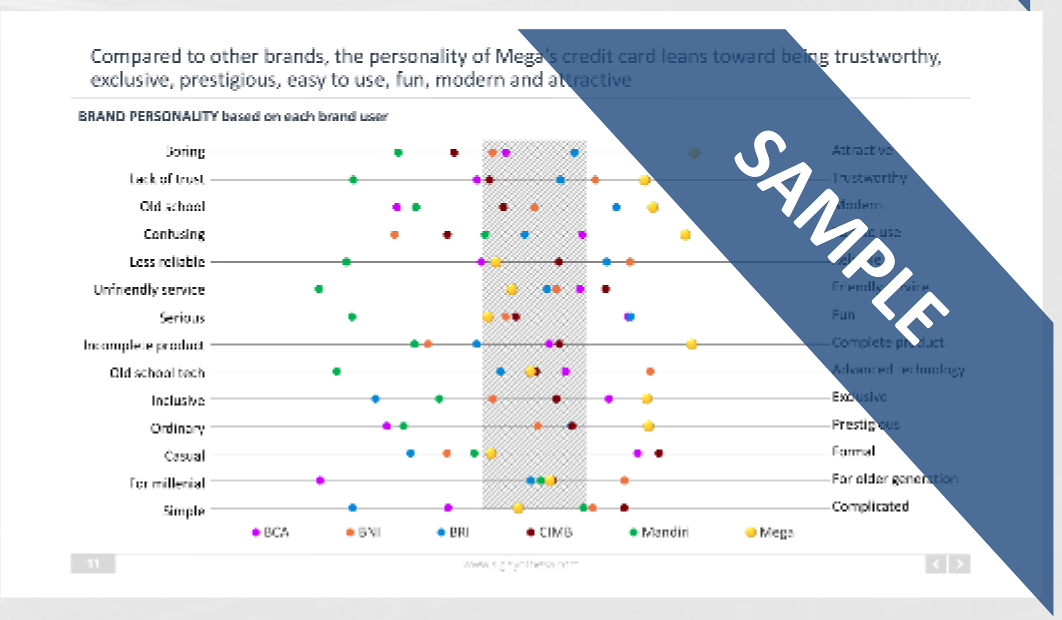


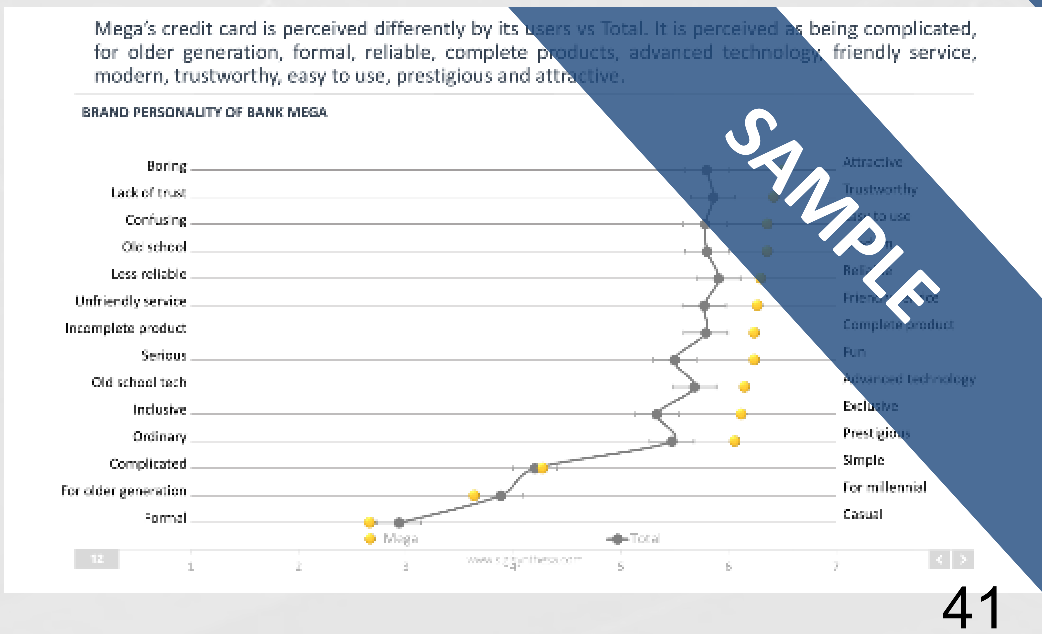












Brand Health Tracking – Continuous

Quantitative Random Sampling with combination of offline and online approach
(n=5,000 per year conducted on quarterly basis)

One of our clients is one of the largest banks in Indonesia with regional and international network.
We helped the client **to understand customer perception and expectation also the most effective channel for branding.**

Subject to Investigate:
Client's image and perceptions of in customer's mind and their intention to use client products

Brand Health Tracking

- Which bank that is first come up to the **consumers' mind**? (TOM, SBA, Aided, total awareness)
- What bank do they **consider**?
- How strong Brand Equity for client brand?
- What bank do they **use**? (P6M, BUMO, Main Bank)

Banking & Transactions Behavior

- How ***frequent*** do they do transactions via bank / mobile banking?
- What is ***purpose of banking transactions***? (e.g. savings, loans, mortgage, credit card)

Brand Image/ Perceptions

- What are the ***image/ perceptions*** about client brand vs competitors?
- What are the ***important attributes*** for consumers to select a bank?
- What are the ***strengths*** and ***weaknesses*** of client brand vs. competitors?

Media Effectiveness Tracking (MET)

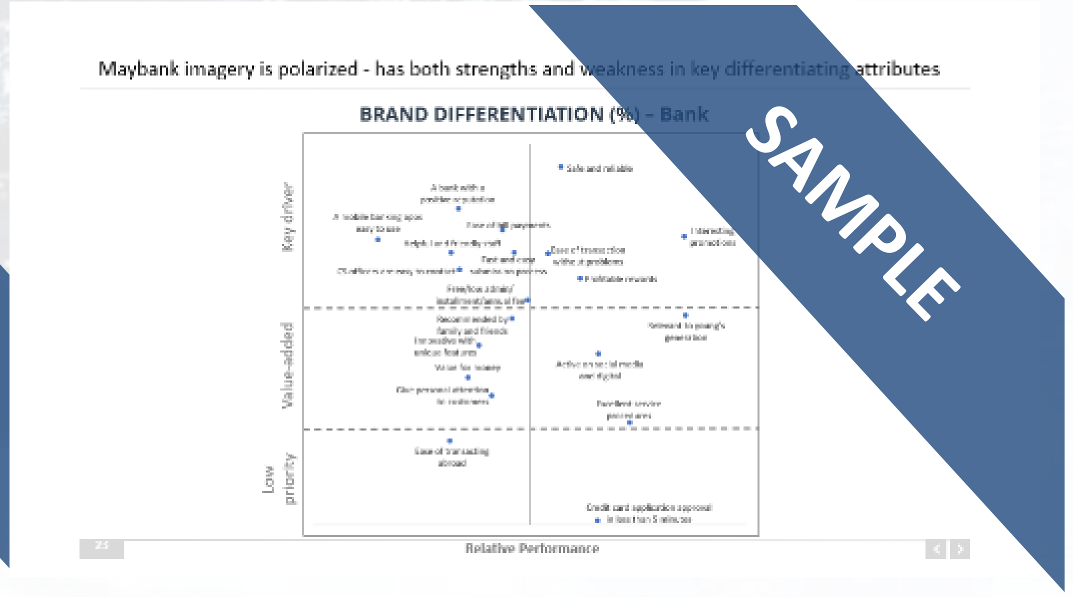
- Is client brand advertising campaign widely ***recognized***?
- Do customers find the advertising campaign ***engaging*** and ***appealing***?
- Does the ***message content resonate*** with the needs and emotions of the target audience ?

Brand Metrics, Consumer Funding Revenue & ROI

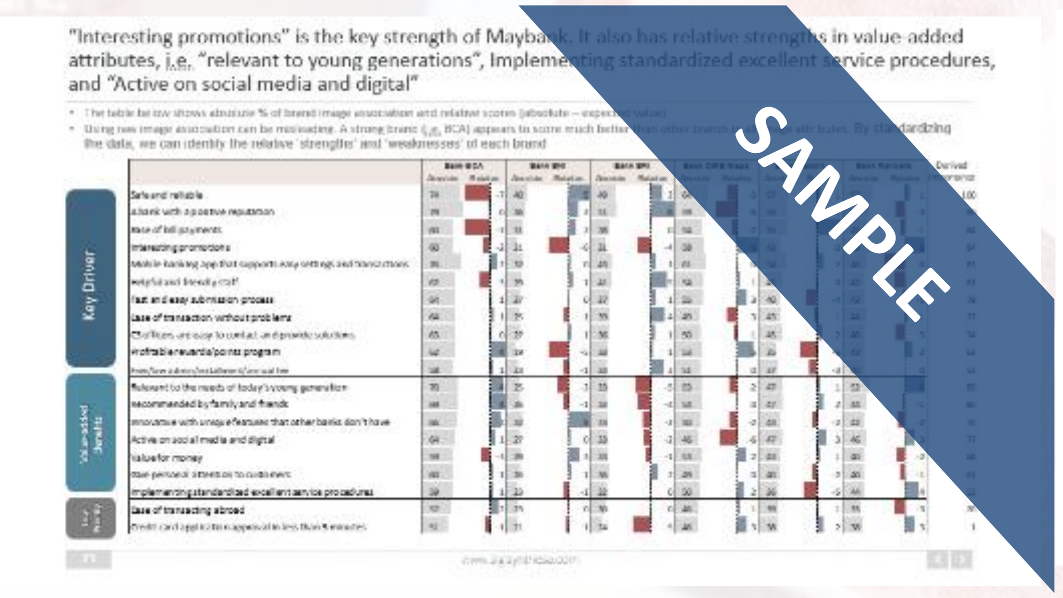
- How to **connect historical** and **latest monthly brand tracking data** through **Structural Equation Modelling**?
- How are contribution of Each Media Spend to Brand Metrics & consumer funding revenue?
- How is the ROI of each media?

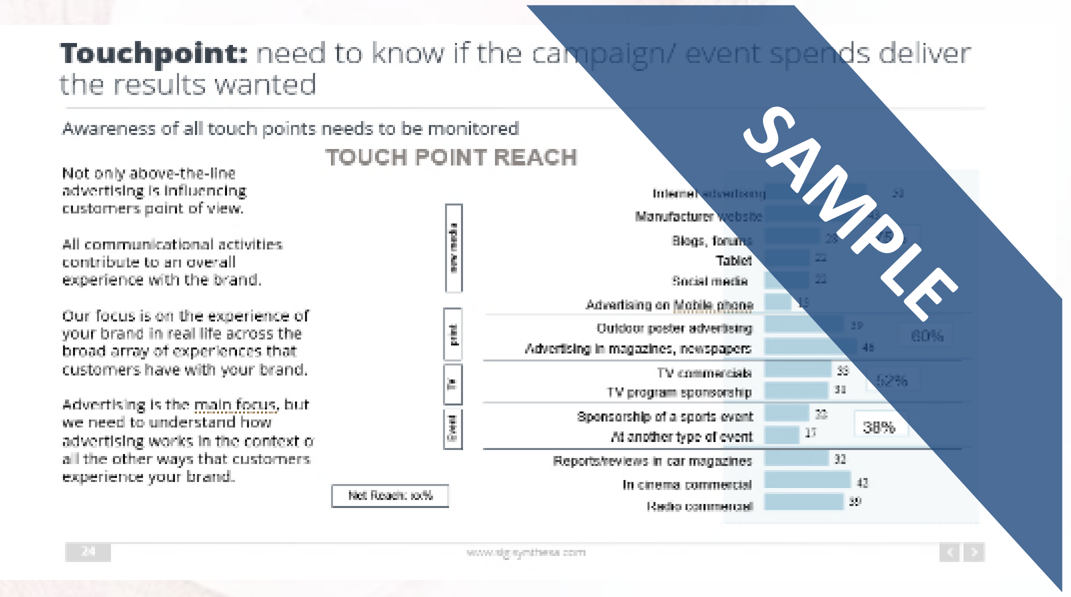
BHT Continuous – Sample Output

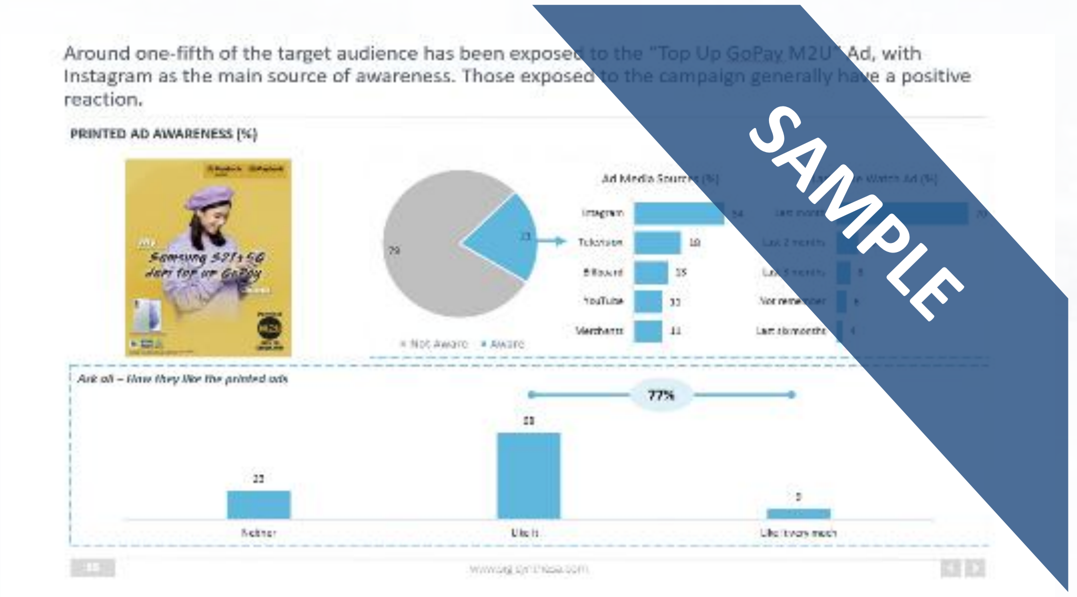
Analysis Output:
Through this method consumer profile were obtained and more detail findings such as USP, key drivers were covered. We also analyze the touchpoint and ads evaluation.



Conclusions:
This method enables us to obtain broader data due to longer time period. The market dynamics also captured thus more complex understanding.
However, online survey = higher drop rate of participation and online survey would experience limited questions on the questionnaire.



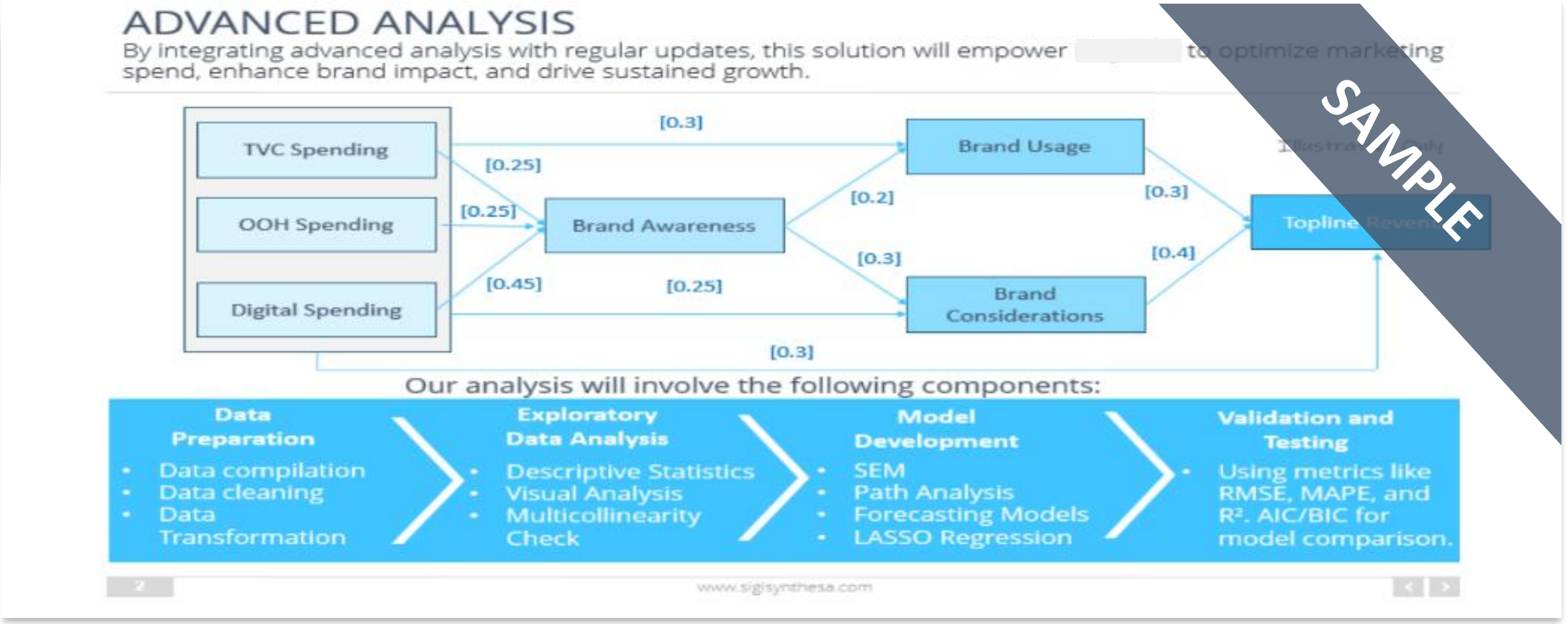


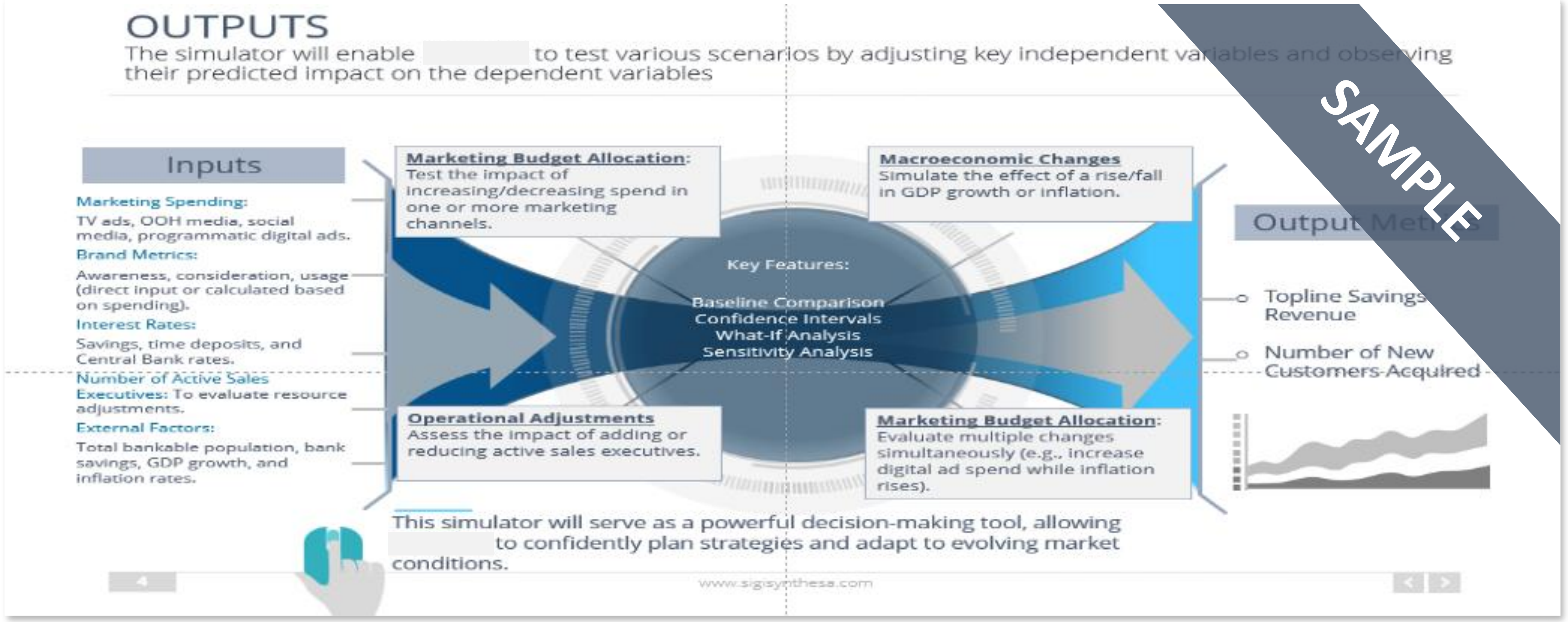


Integrating Brand Health Data with Internal & External Data

Advanced Statistical Analysis

- **Structural Equation Modelling**
  - How to connect the historical data and latest monthly brand tracking data to:
    - ❑ Media Spend data per channel
    - ❑ Competitor Media Spend data
    - ❑ BI Banking Market Size data
    - ❑ Client brand Consumer Funding Revenue
- **Brand Metrics**
  - How each media spend contribute toward brand metrics (awareness or consideration)?
- **Maybank Consumer Funding Revenue**
  - How each media spend contribute toward consumer funding revenue?
- **ROI (Return on Investment)**
  - How much is ROI generated by each media spend?

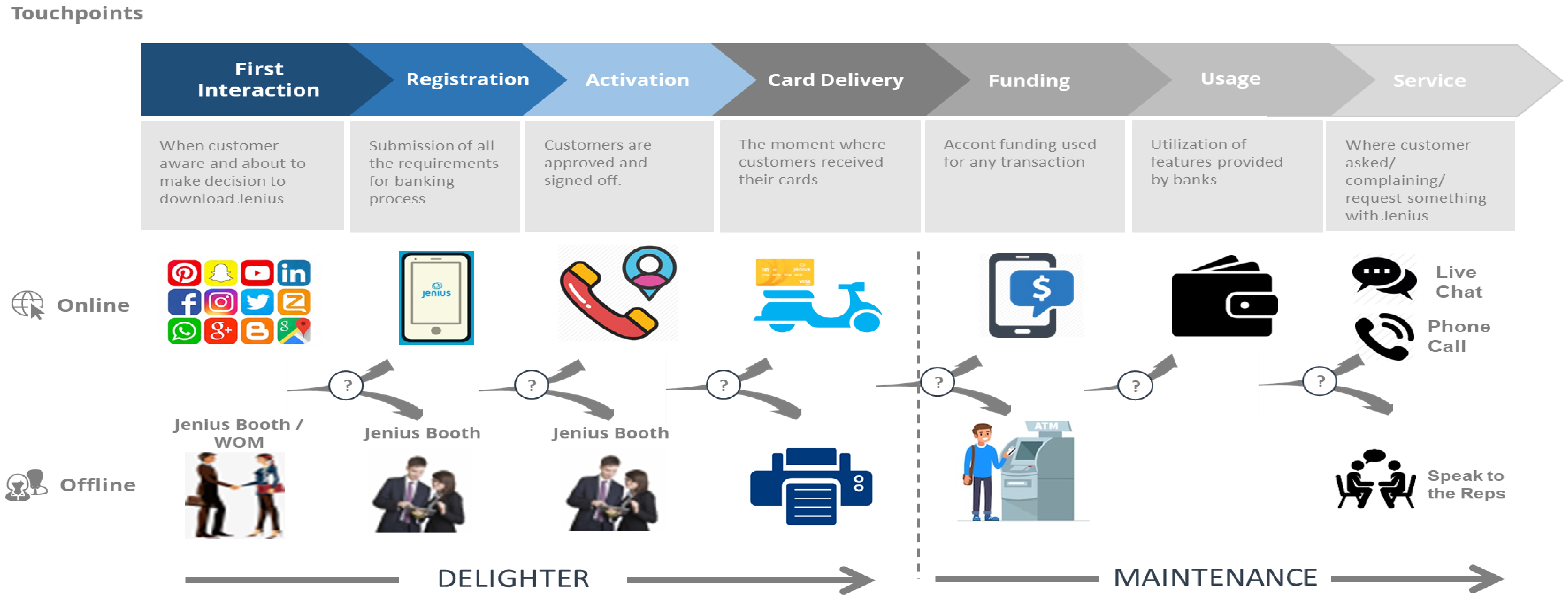




Customer Experience – Quant & Qual

Combined both quantitative and qualitative approach

One of our clients is a private bank with business focus on digital banking.
We helped the client **to understand quality of experience along customer journey, understand which of customer journey that has the most impact, and understand which aspects that need to be improved urgently.**



Two-pronged research approach

suggested to be implemented to achieve the study objectives

The consumer journey performance measurement

Quantitative

Online Survey

Measuring the impact contributed by attributes and sub-attributes within the journey

Qualitative

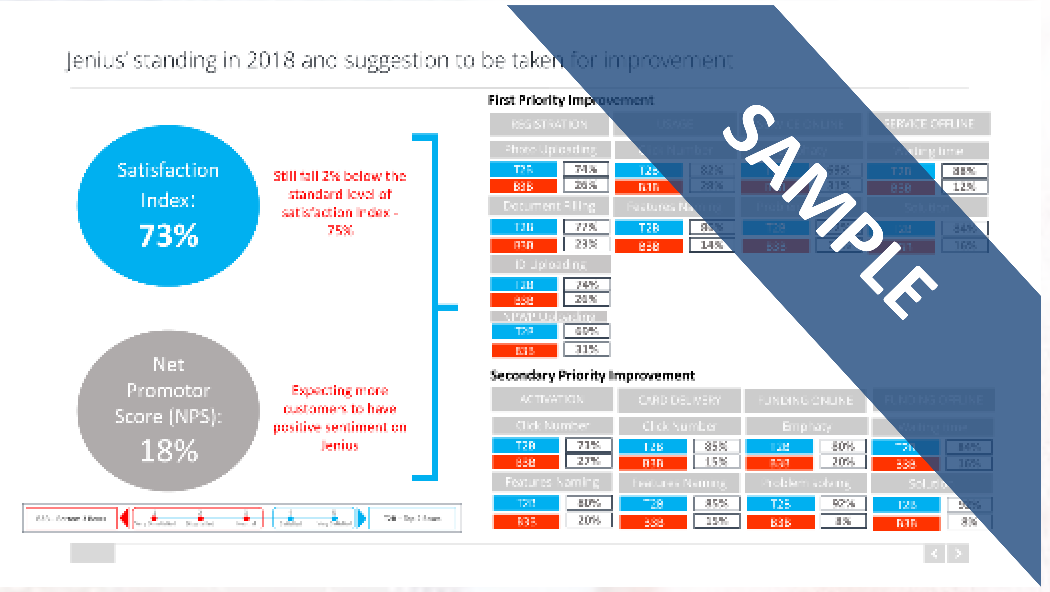
In-Depth Interview (IDI)

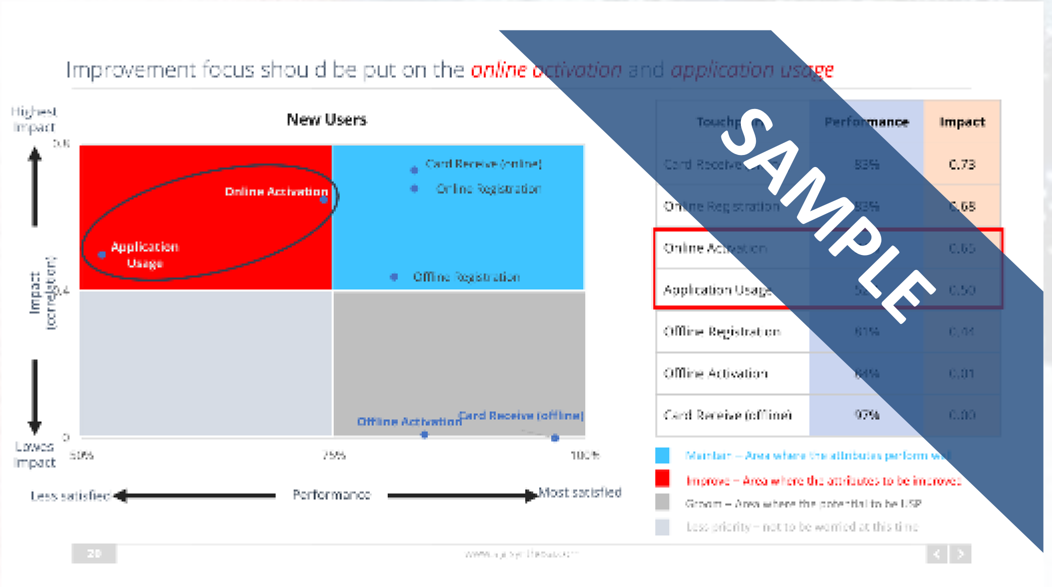
Indicating hidden expectations, needs as well as WOW factor attributes and sub-attributes within the journey

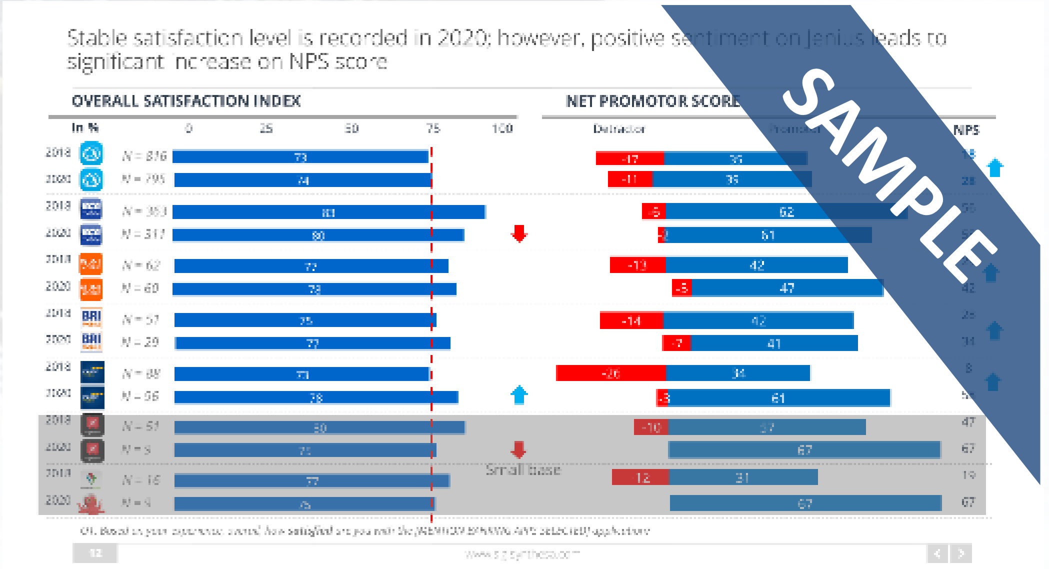
Customer Experience – Quant & Qual Sample Output

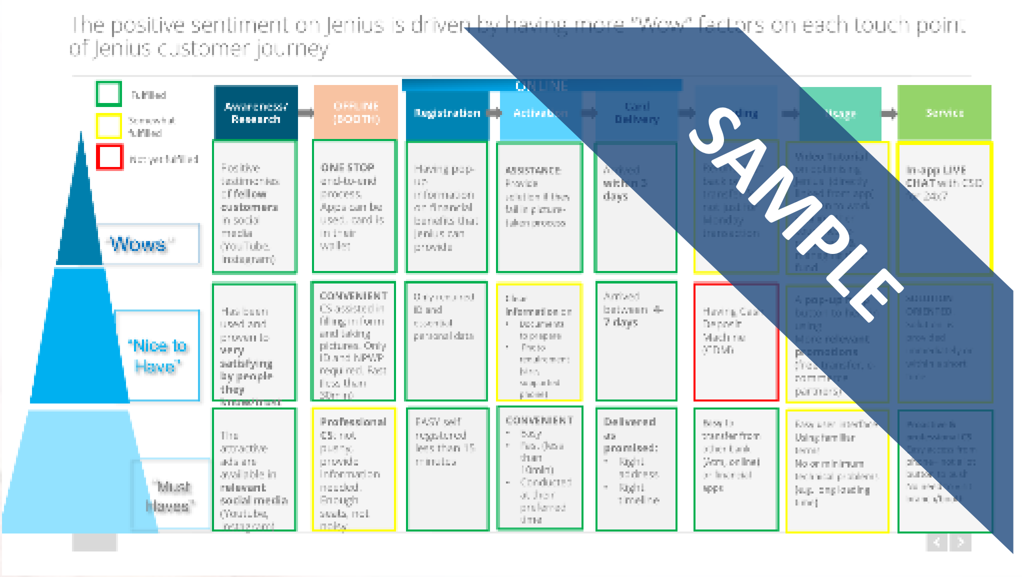
Analysis Output:
It was started with quantitative method then followed by qualitative method. Participants for qualitative recruited from quantitative respondents.

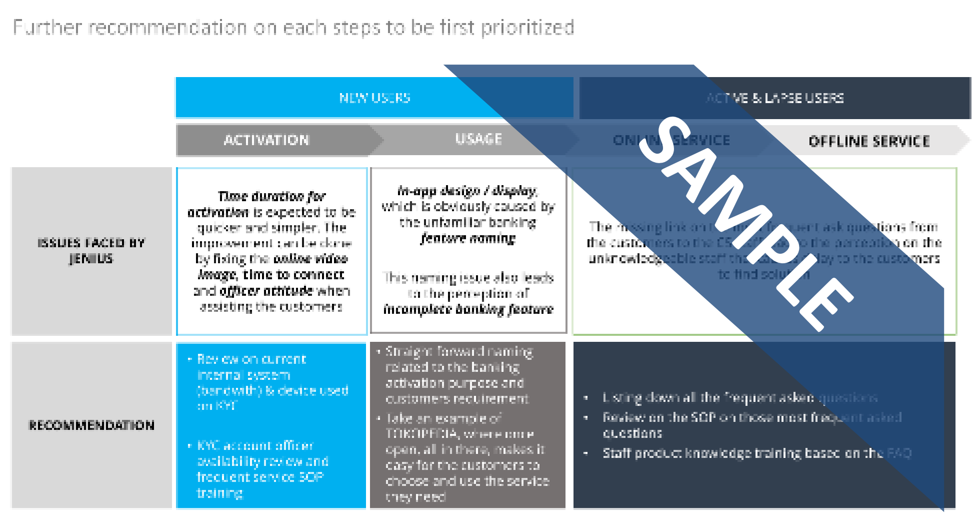
Conclusions:
This combined method enables us to obtain deeper layer of data. The information was more detail and captured wider horizon.
However, the challenge would come from the commitment issues during the recruitment process from the quantitative participants.



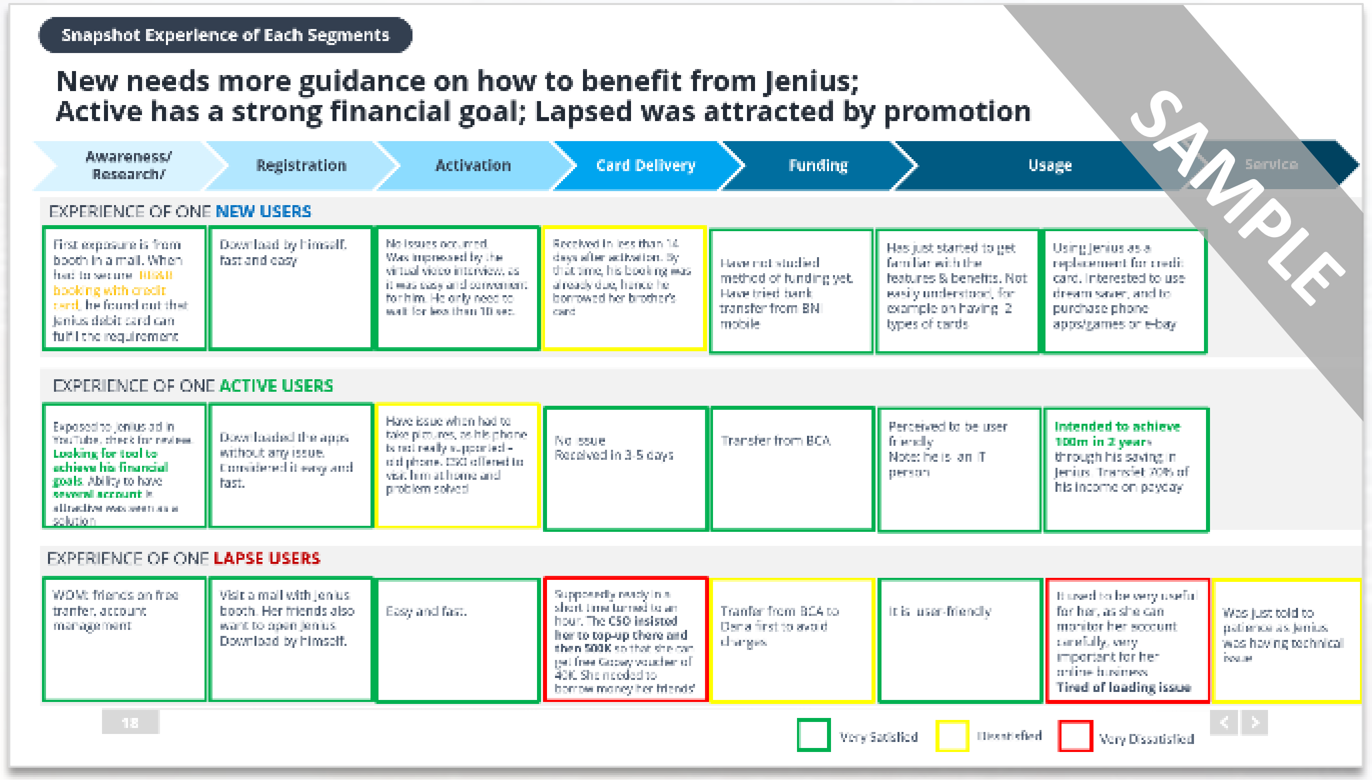


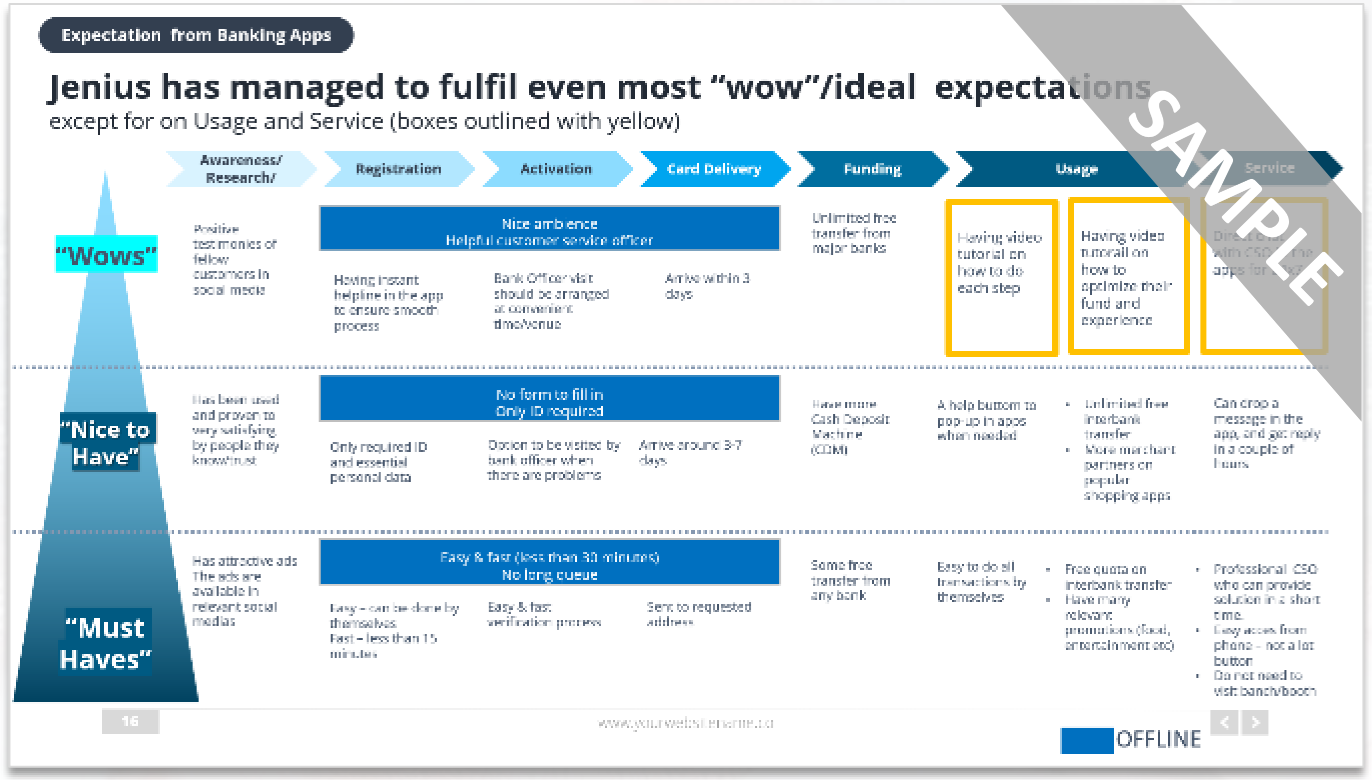


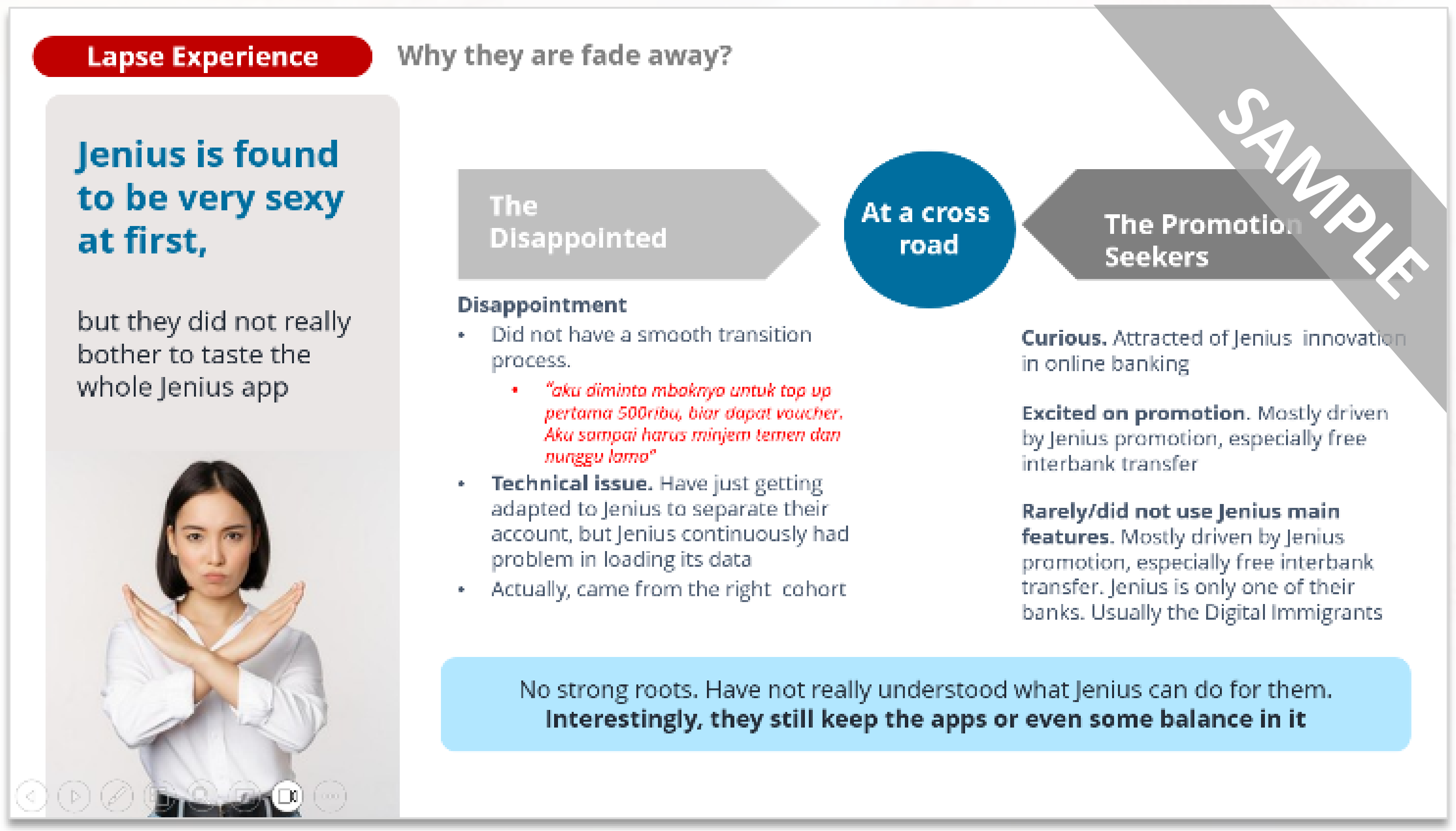


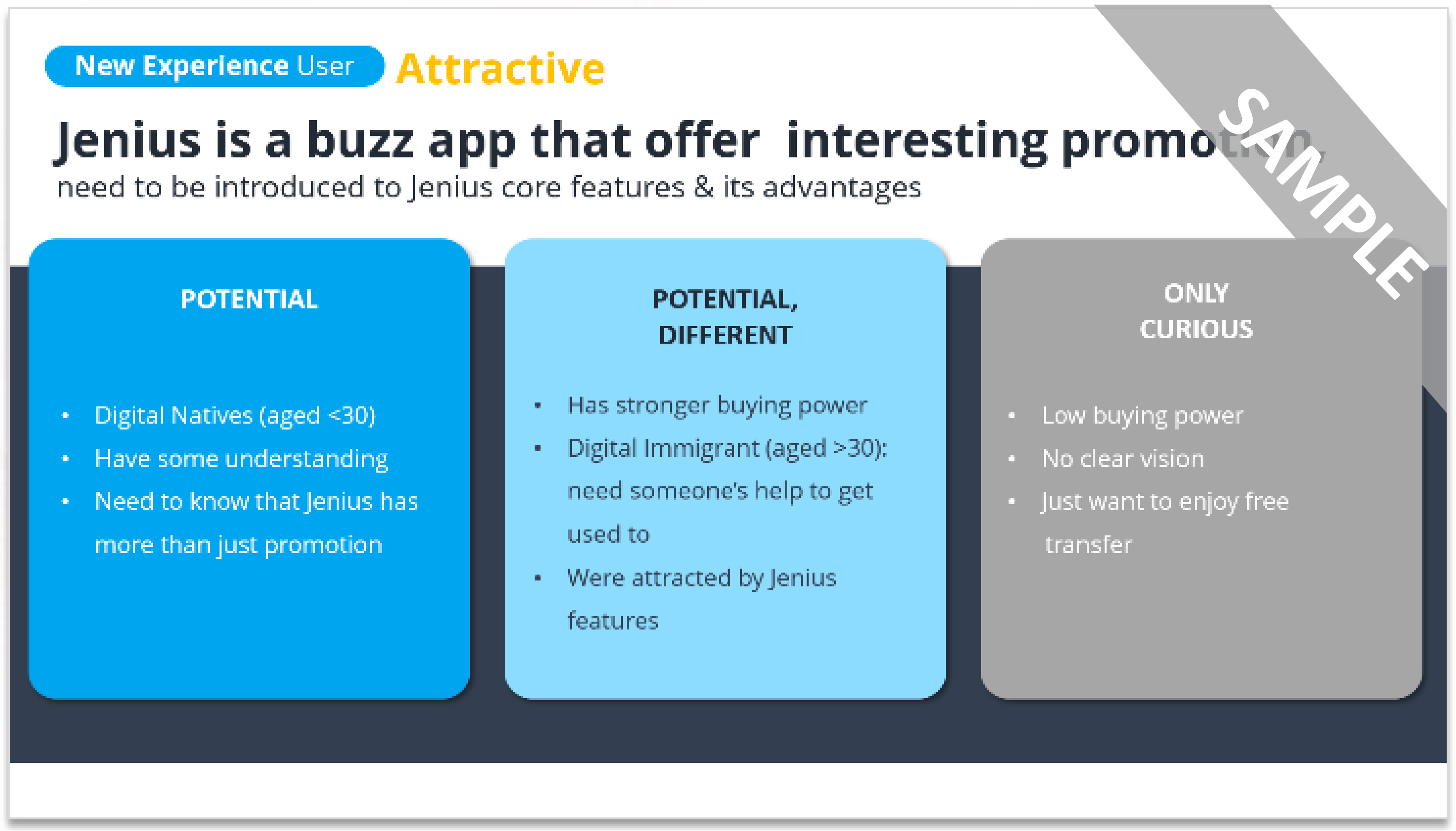


Customer Experience – Qual Sample Output

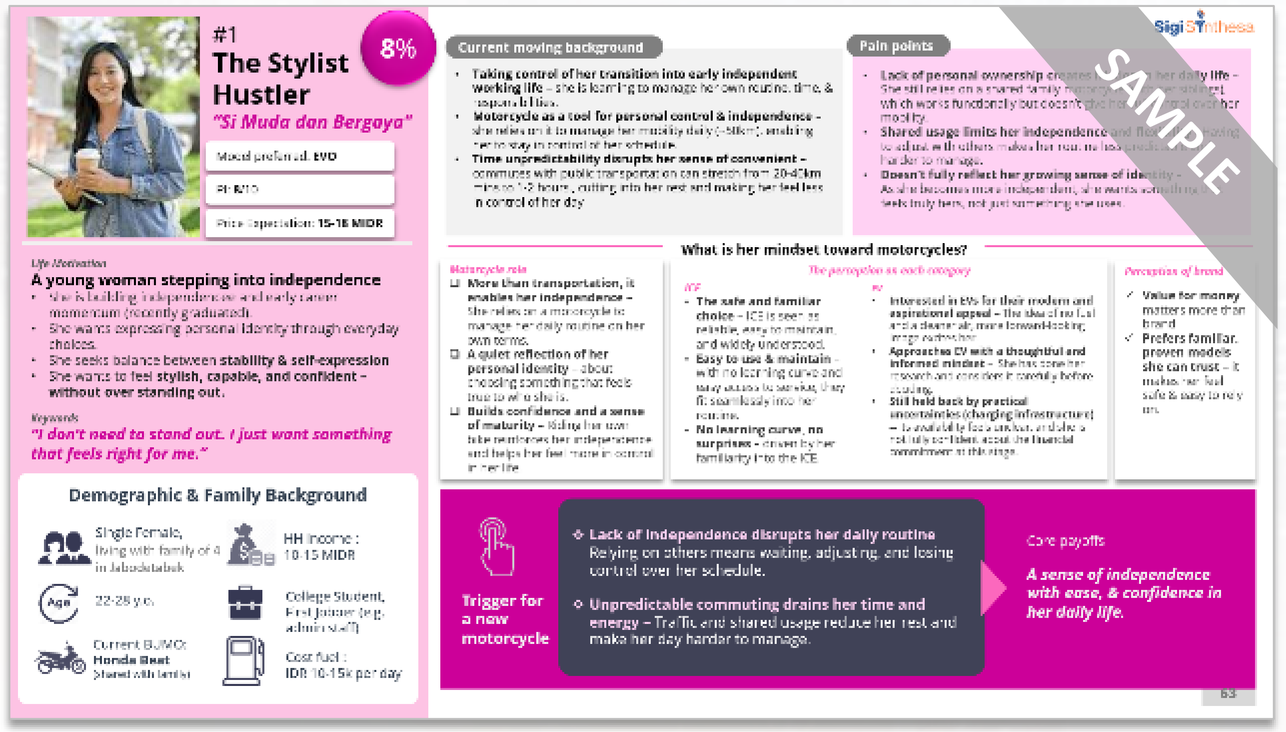


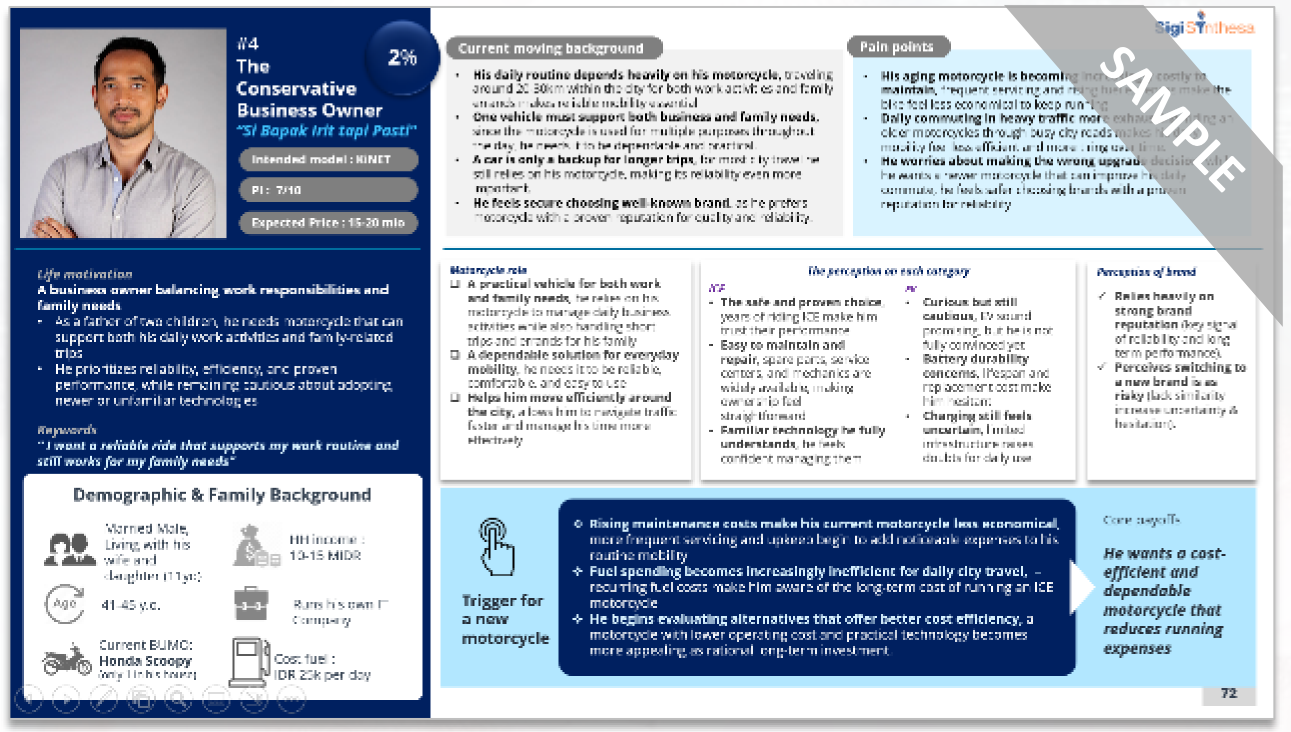


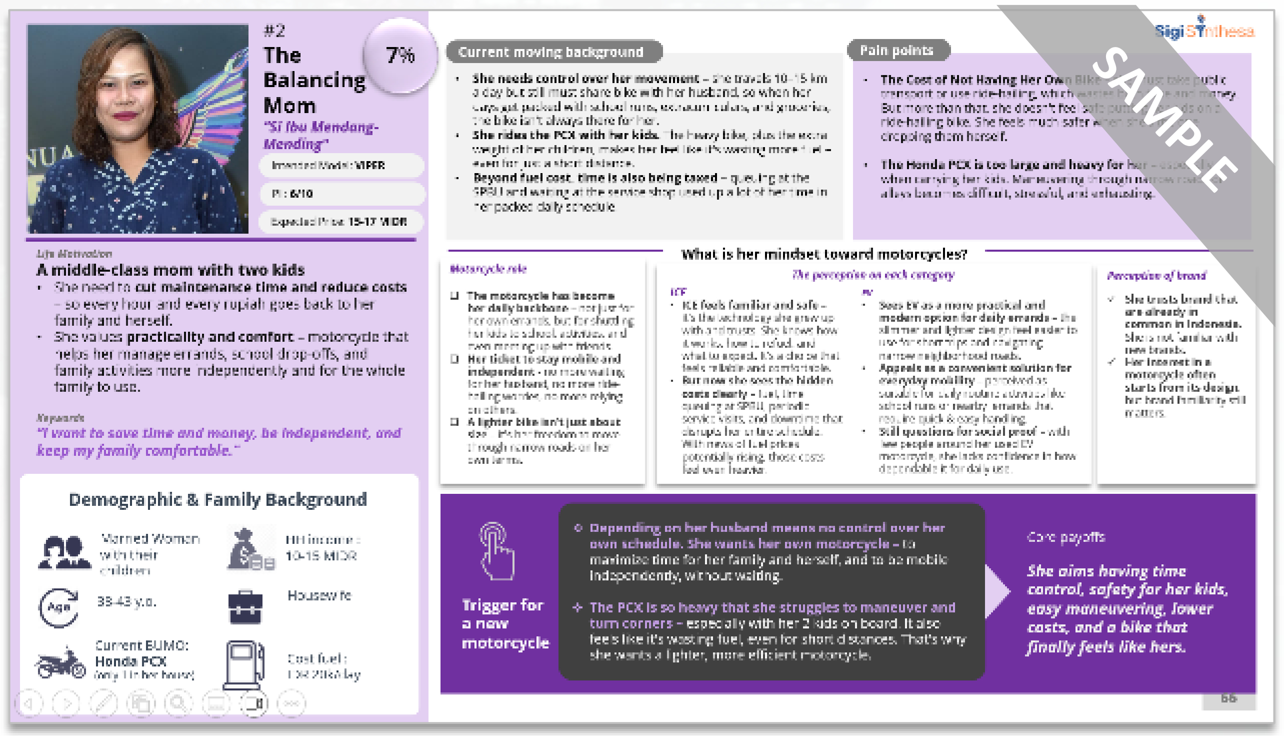


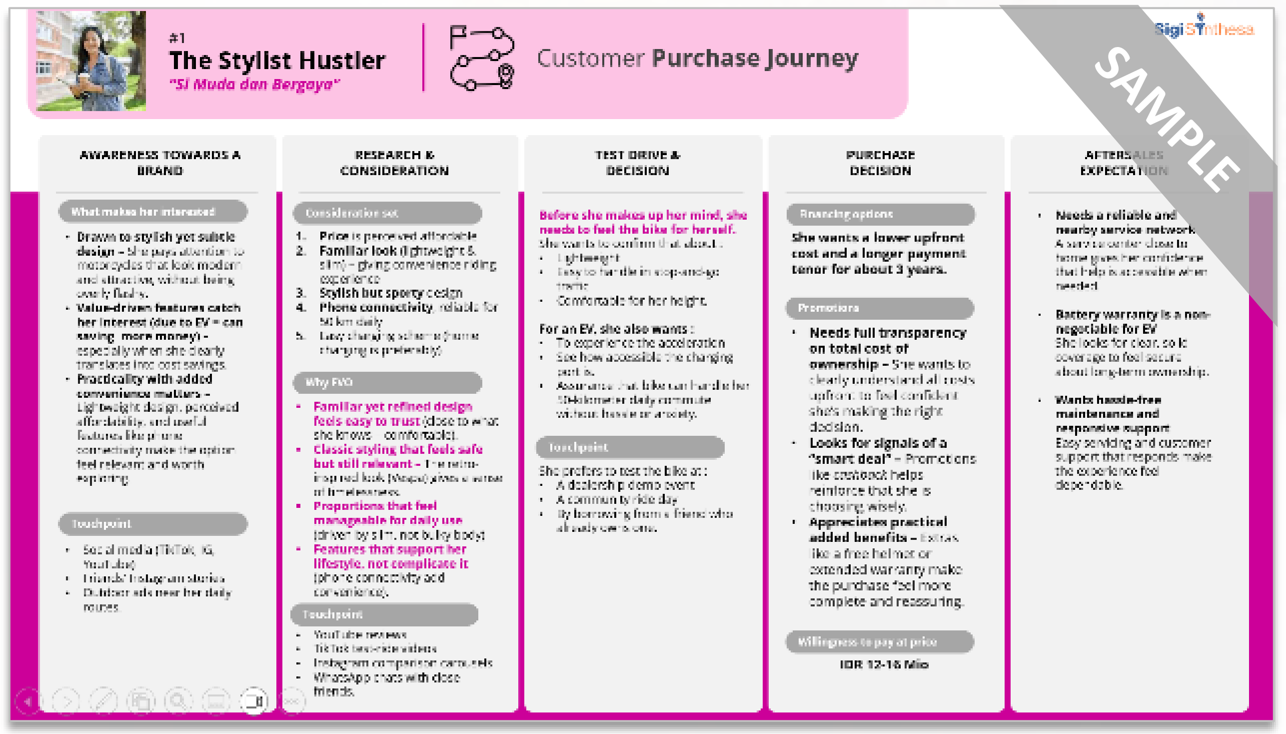


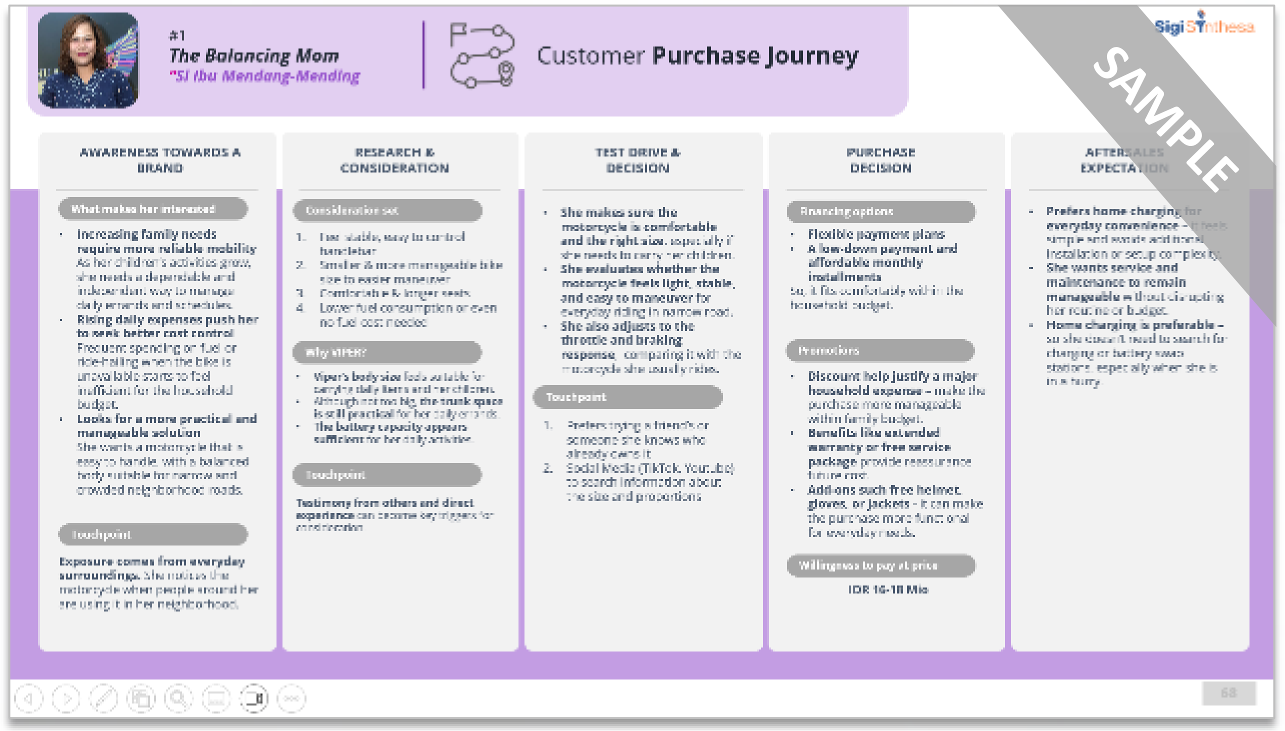
Qualitative Persona Study – Sample Output











Our expertise in **Pharmacy** Industry

Product Performance Assessment – A Case Study

One of our clients is a **local pharmacy company** whose main product is contraception products. The main objective of the study is to find out the main reasons that cause the drop of the pills and injection sales and usage. To know that, we decide to investigate from the two points of views; consumers and point of sales.

The Covid-19 pandemic really **changes the consumer habit and purchase behavior**. This changes are also felt by the contraception producers, our client, especially on the use of pills and injection, that experience a significant drop in sales during the pandemic.

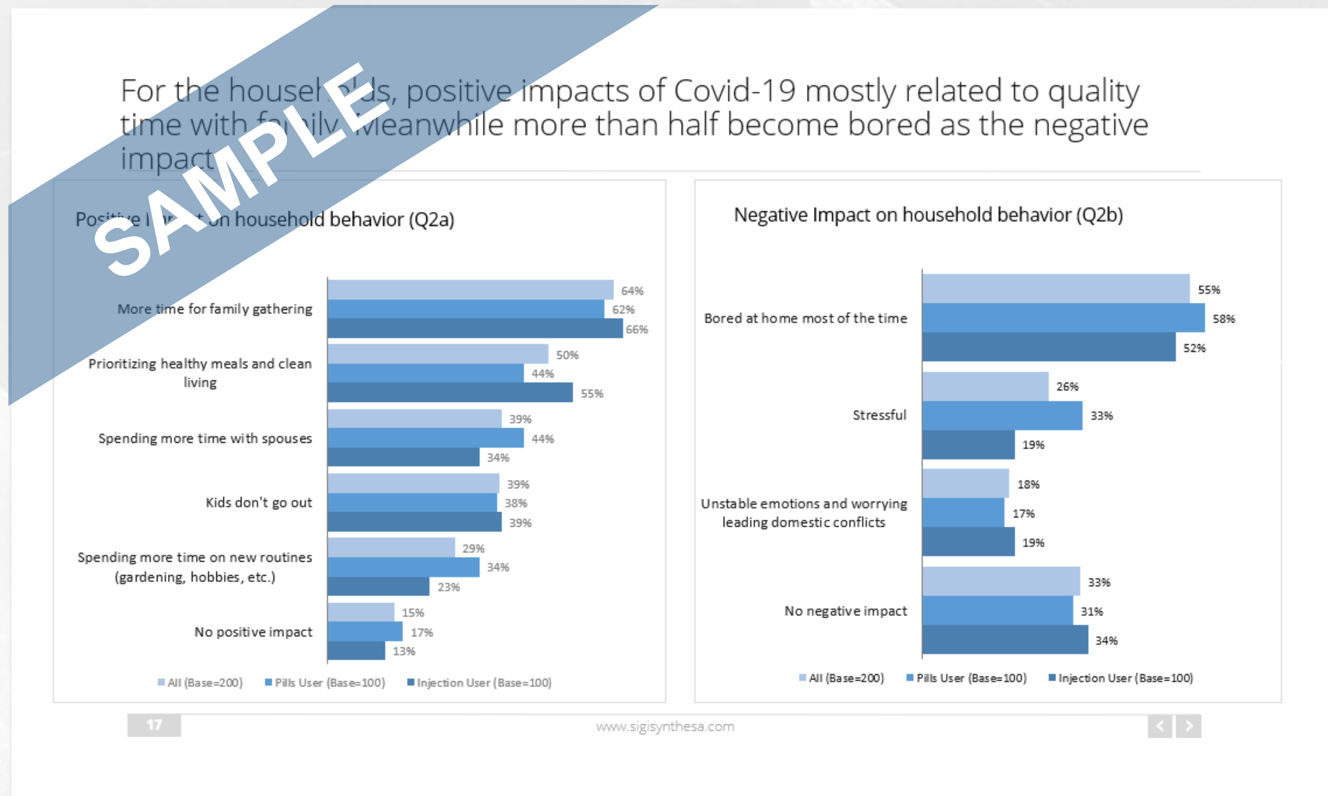
Our Approach

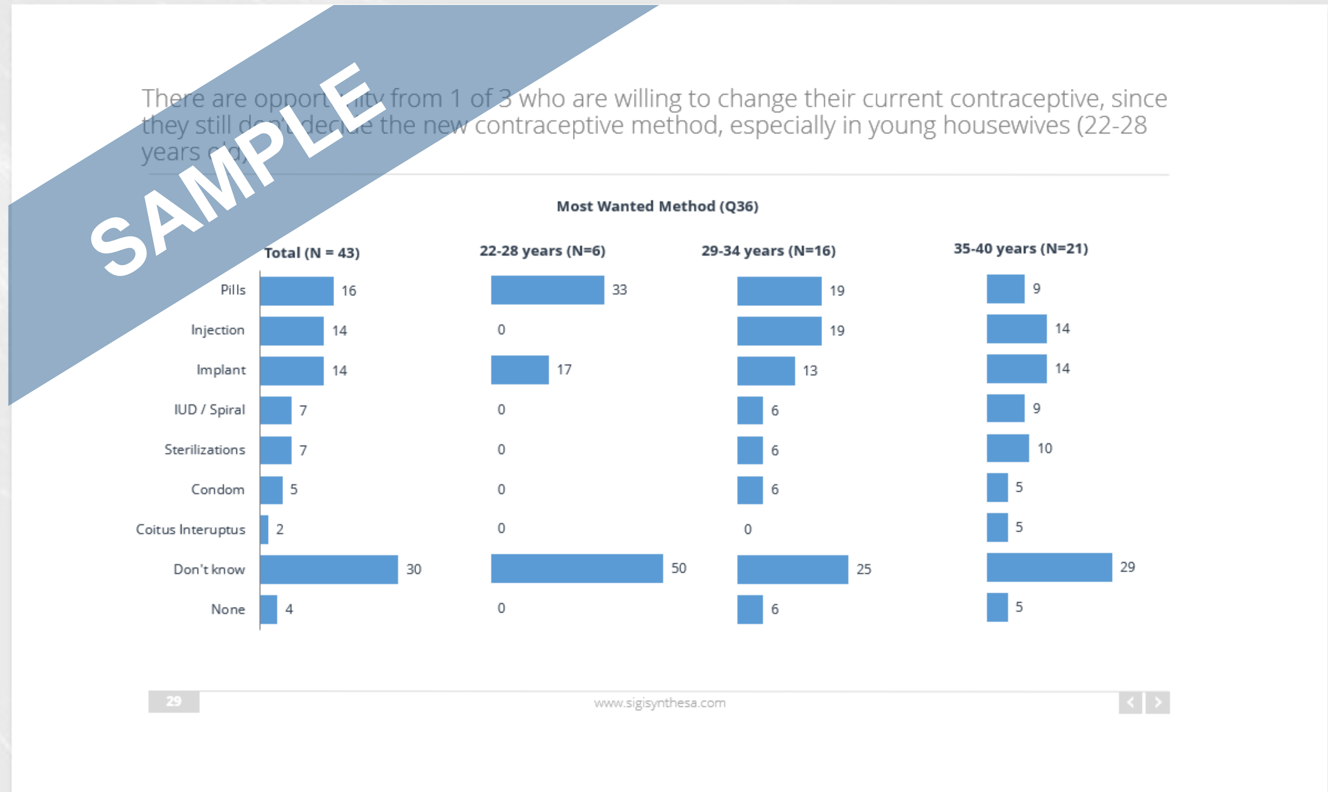
- Data was collected using face-to-face interviews with TAPI, via Face-to-Face Interview among targeted respondents.

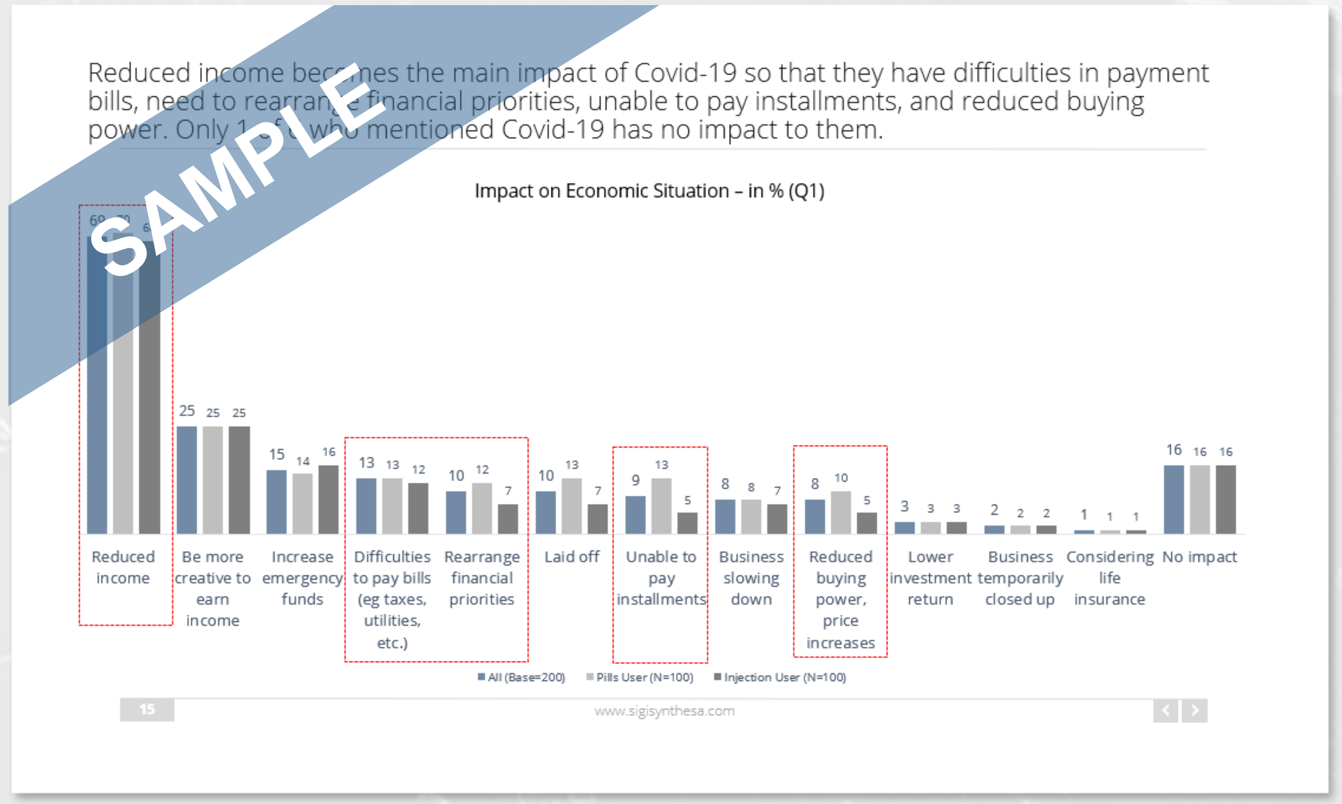
The Outcomes

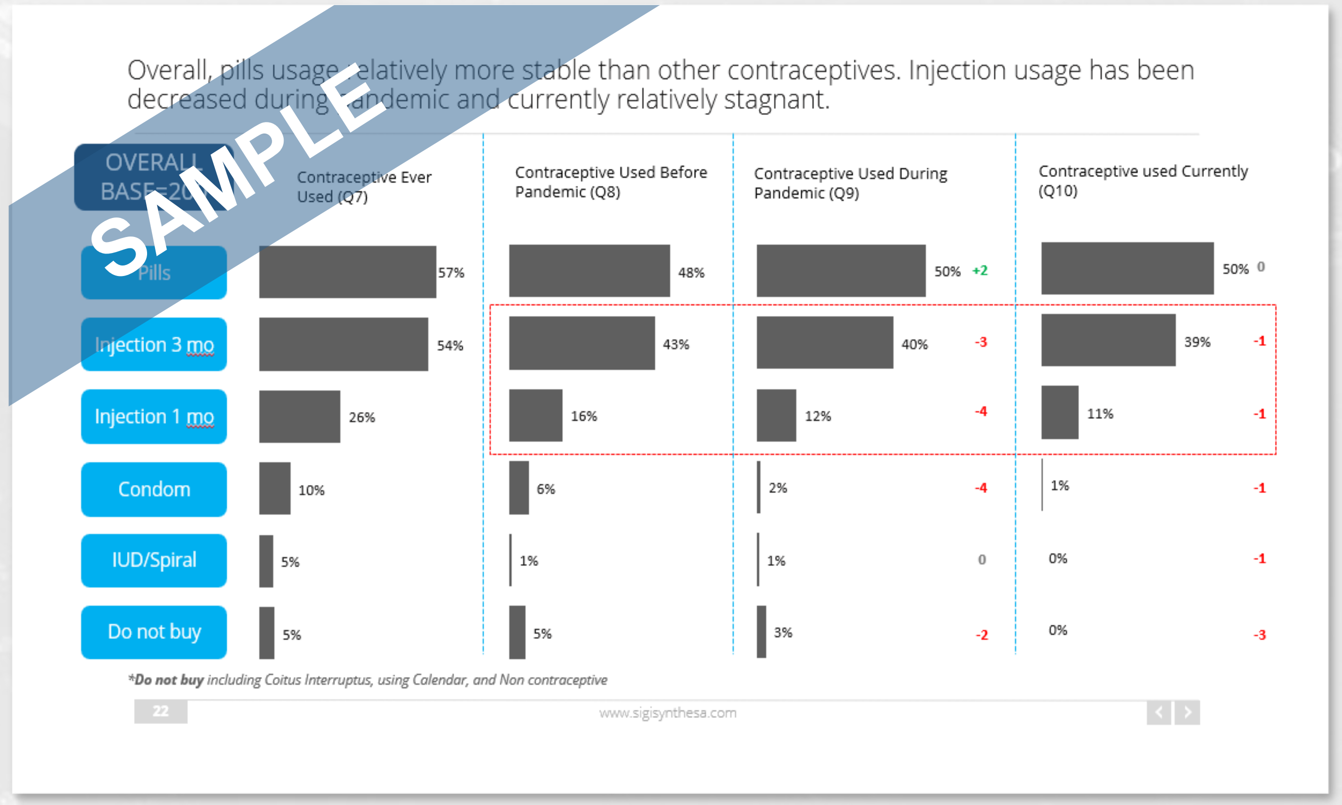
- Covid-19 has mixed impacts on sexual activities of the housewives – apparently it depends on the age groups.
- Around one fifth of housewives reporting impacts of Covid-19 on contraceptive usage
- Housewives are generally satisfied with the contraceptives they use. However they tend not to promote the contraceptives they used.

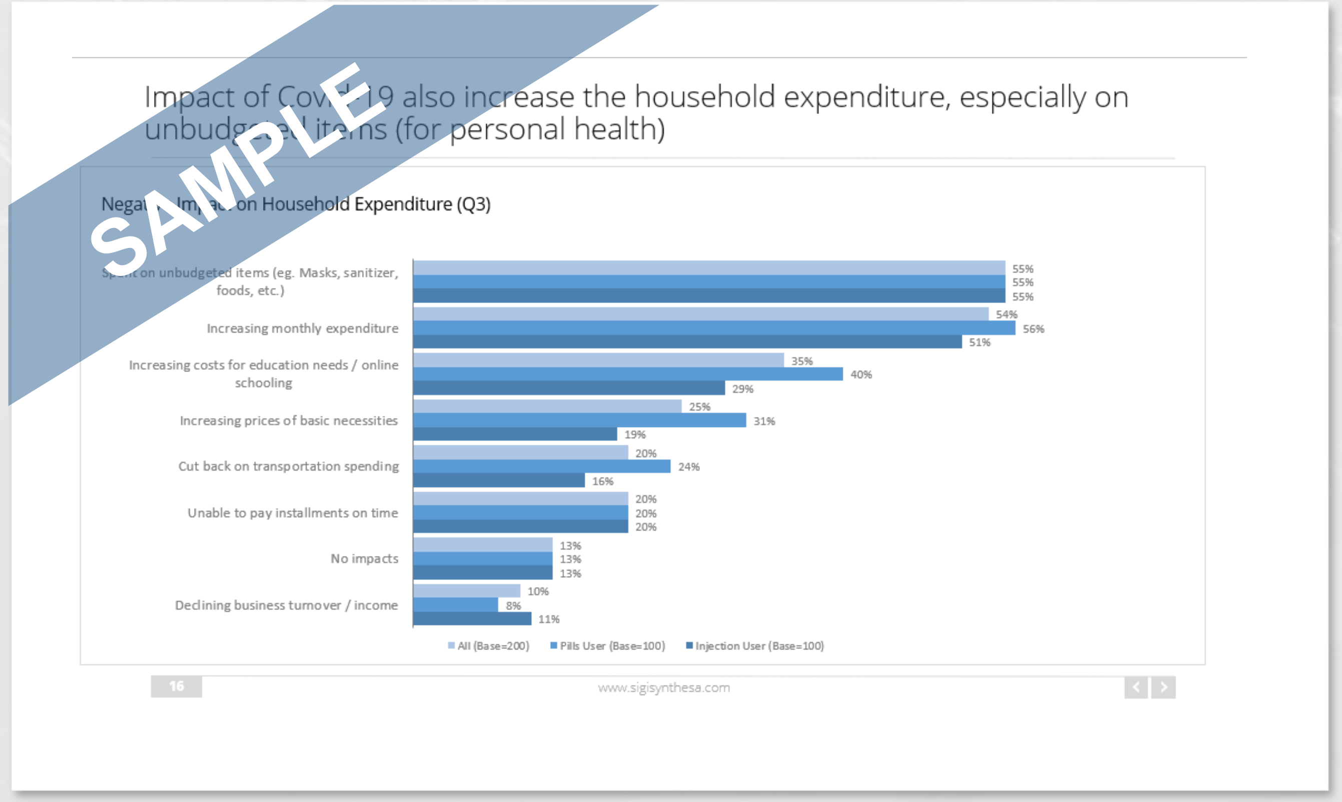
Product Performance Assessment – Deliverables Sample











Service Quality Evaluation – A Case Study

One of our clients is a **leading private hospital network** in Indonesia with extensive presence across multiple cities. The client seeks to maintain service excellence and consistency across all branches, particularly in terms of front-line staff performance and patient interaction.

The main objective of the study is to **evaluate how well staff behavior and service standards** align with internal expectations, and to identify areas for improvement that can enhance overall patient experience.

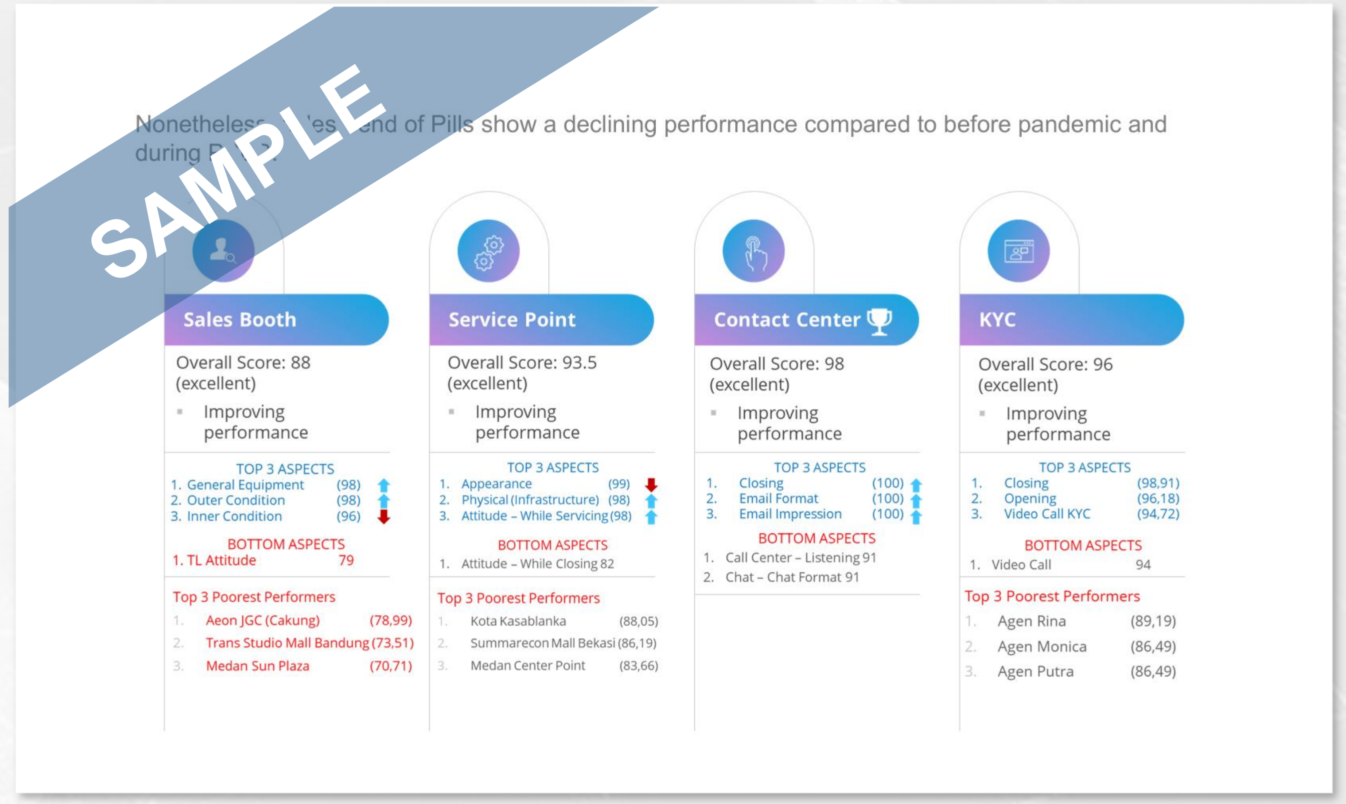
Our Approach

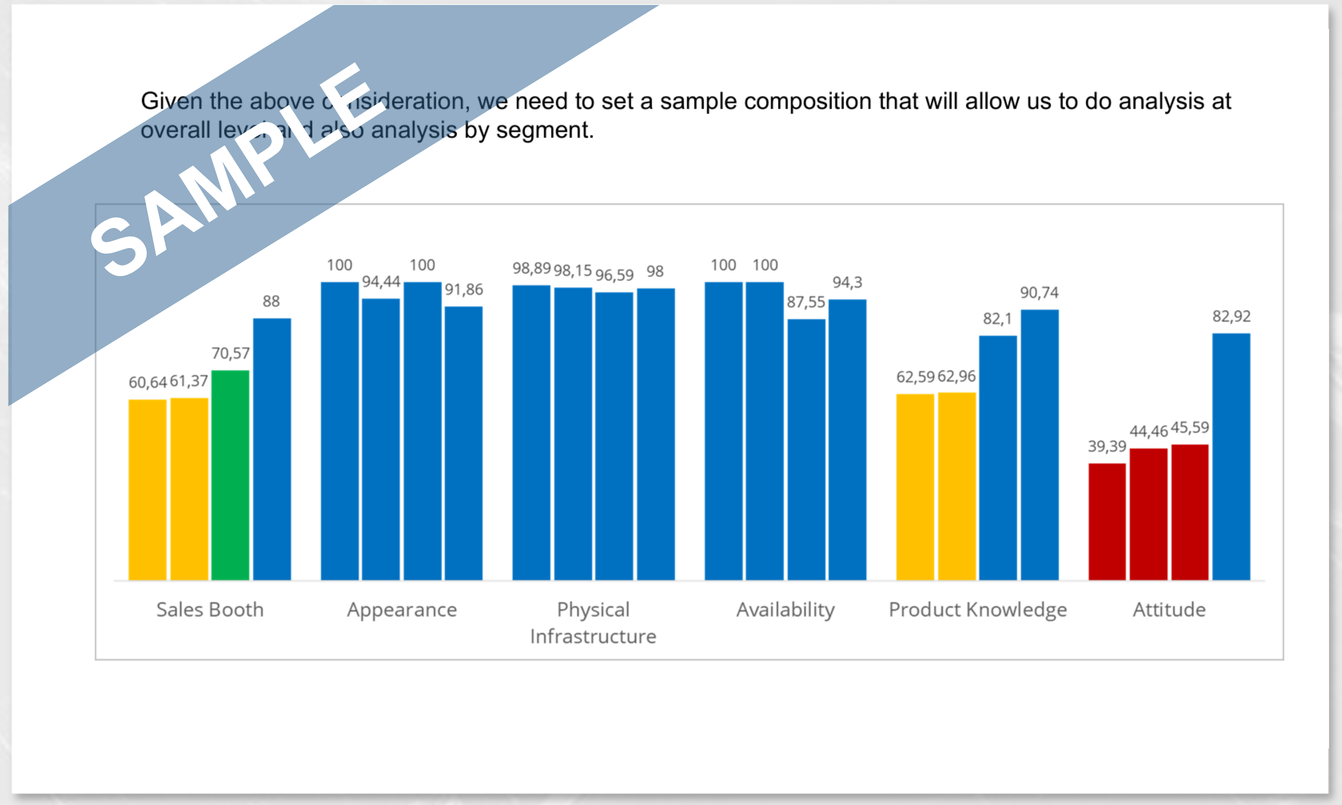
- The research is designed and executed as a Mystery Shopping program.
- A streamlined 12-step approach was used, covering: custom scenario design, shopper training and fieldwork, multi-touchpoint staff evaluation (on-site and digital), and standardized scoring with quality control protocols.
- All evaluations were conducted using audio/video-recorded observations and detailed post-visit assessments.

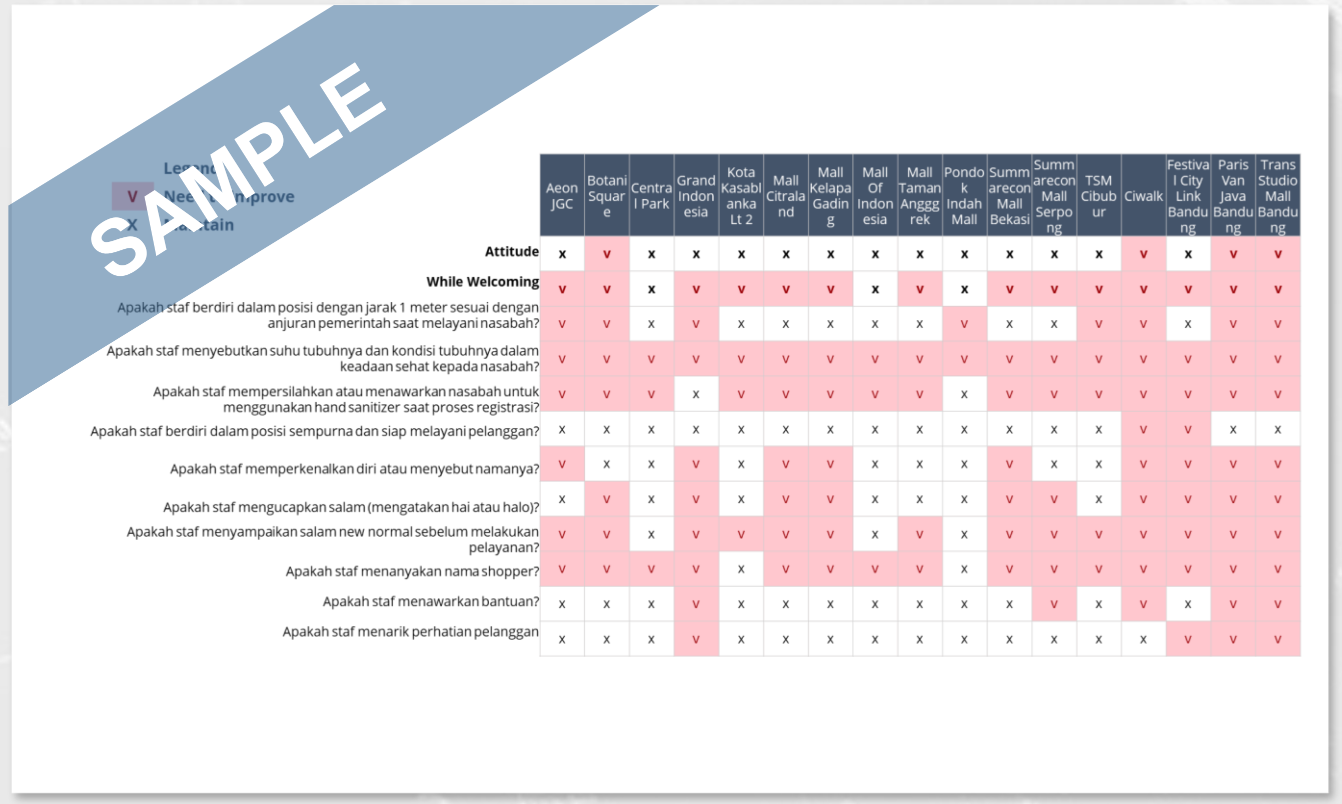
The Outcomes

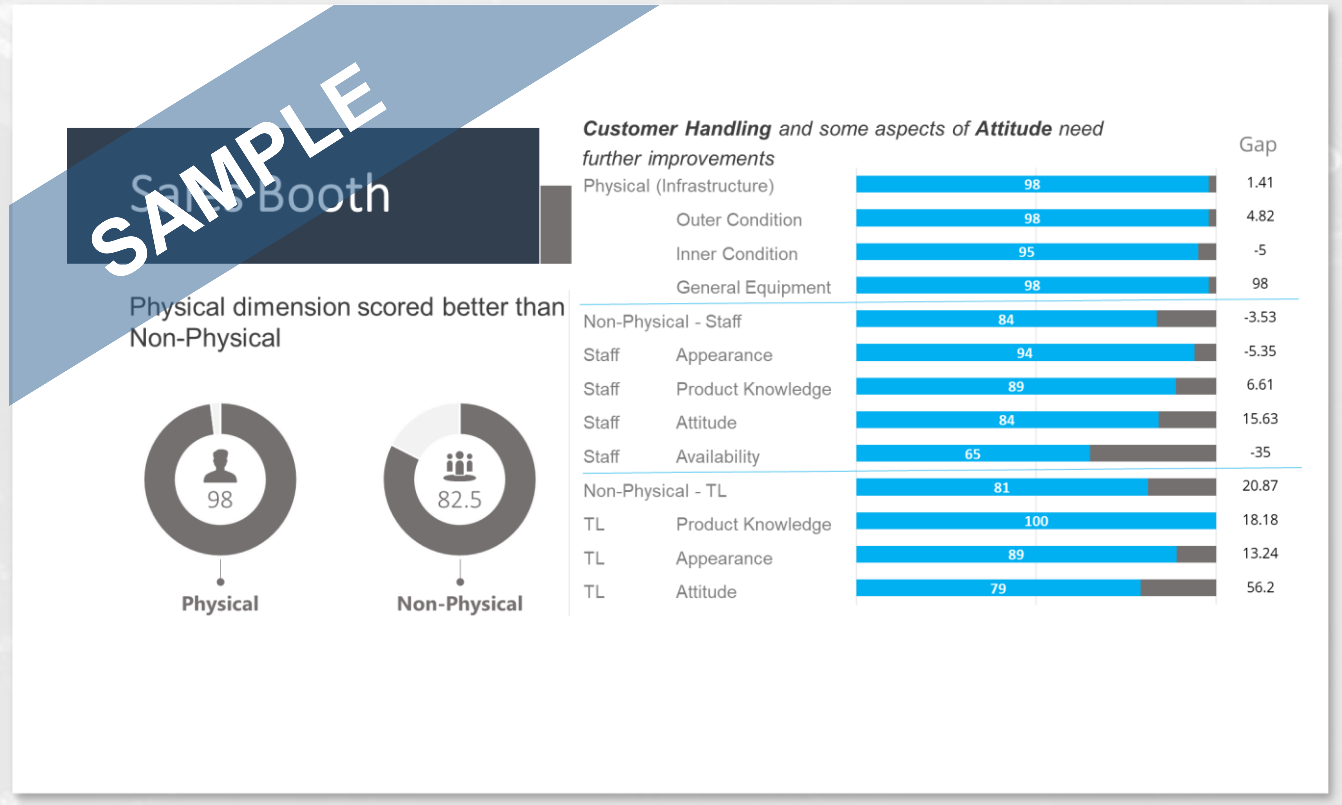
- The client gained actionable insights on staff compliance and service consistency.
- Key touchpoints and departments were identified for further training and process improvement.
- Internal benchmarks and protocols for service quality were reinforced.
- Management was equipped to make informed decisions to enhance customer experience and standardize service delivery.

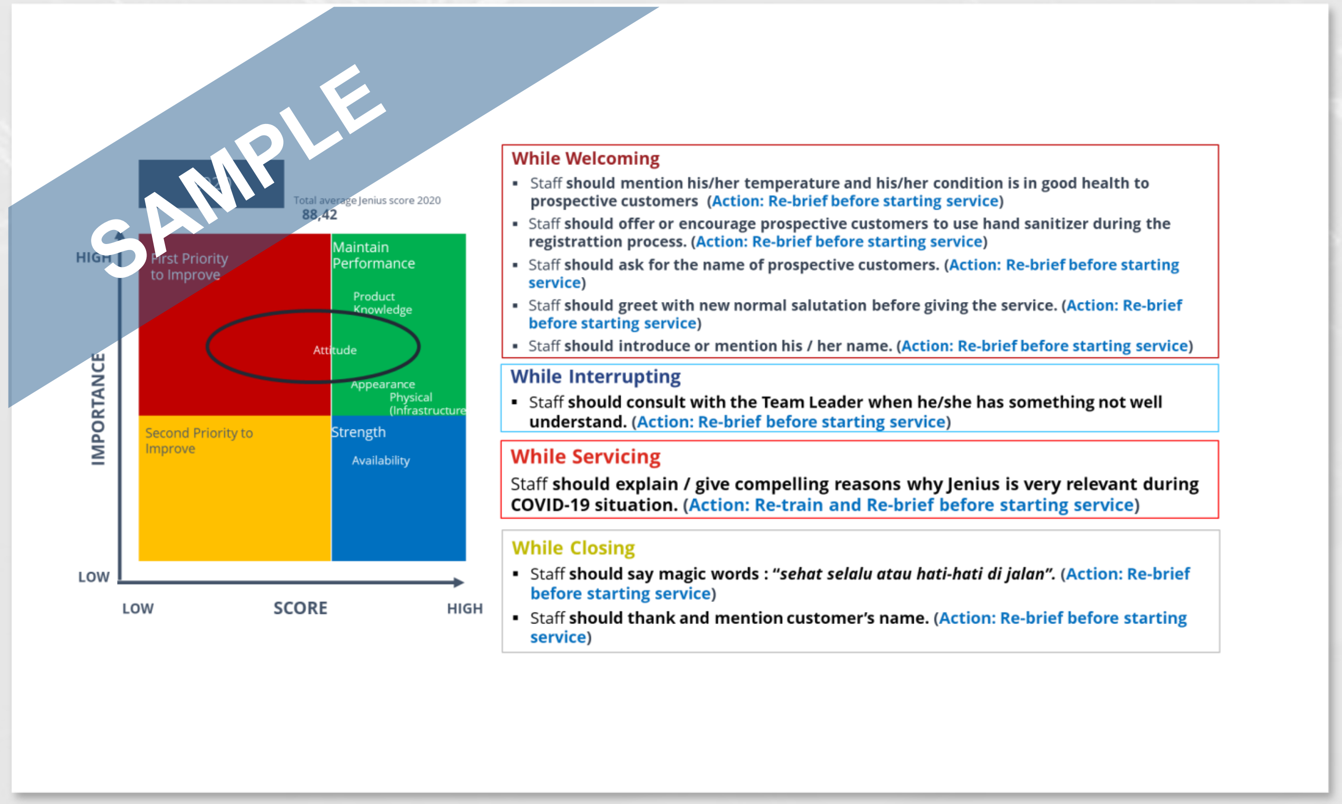
Service Quality Evaluation – Deliverables Sample











Customer Experience Evaluation – A Case Study

One of our clients is a **leading health insurance provider in Indonesia** with extensive managed care and indemnity offerings. To maintain its position in a competitive market, the client needs to consistently monitor customer satisfaction and experience across service touchpoints and benchmark performance against competitors.

The main objective of the study is to **assess how well the overall service experience**—across both physical and digital touchpoints—meets customer expectations, and **to identify service gaps that may hinder satisfaction, loyalty, and ease of use**. The insights aim to support the client in enhancing their position as a trusted health insurance provider.

Our Approach

- Conducted an annual dipstick tracking study across 11 cities, reaching over 1,100 respondents, including both client users and competitor customers.
- Assessed service performance using key indicators—Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES)—to quantify experience quality and ease of use.
- Explored end-to-end service touchpoints from administrative to digital platforms and customer support, complemented by in-depth interviews with HR to capture organizational perspectives.

The Outcomes

- The client gained a clear picture of customer satisfaction drivers and pain points across their service journey.
- Identified gaps between customer expectations and real experience, especially in digital services and contact center performance.
- Benchmarked results showed competitive strengths and areas needing improvement compared to other insurance providers.
- Delivered data-driven insights and strategic inputs to enhance service experience and customer loyalty.

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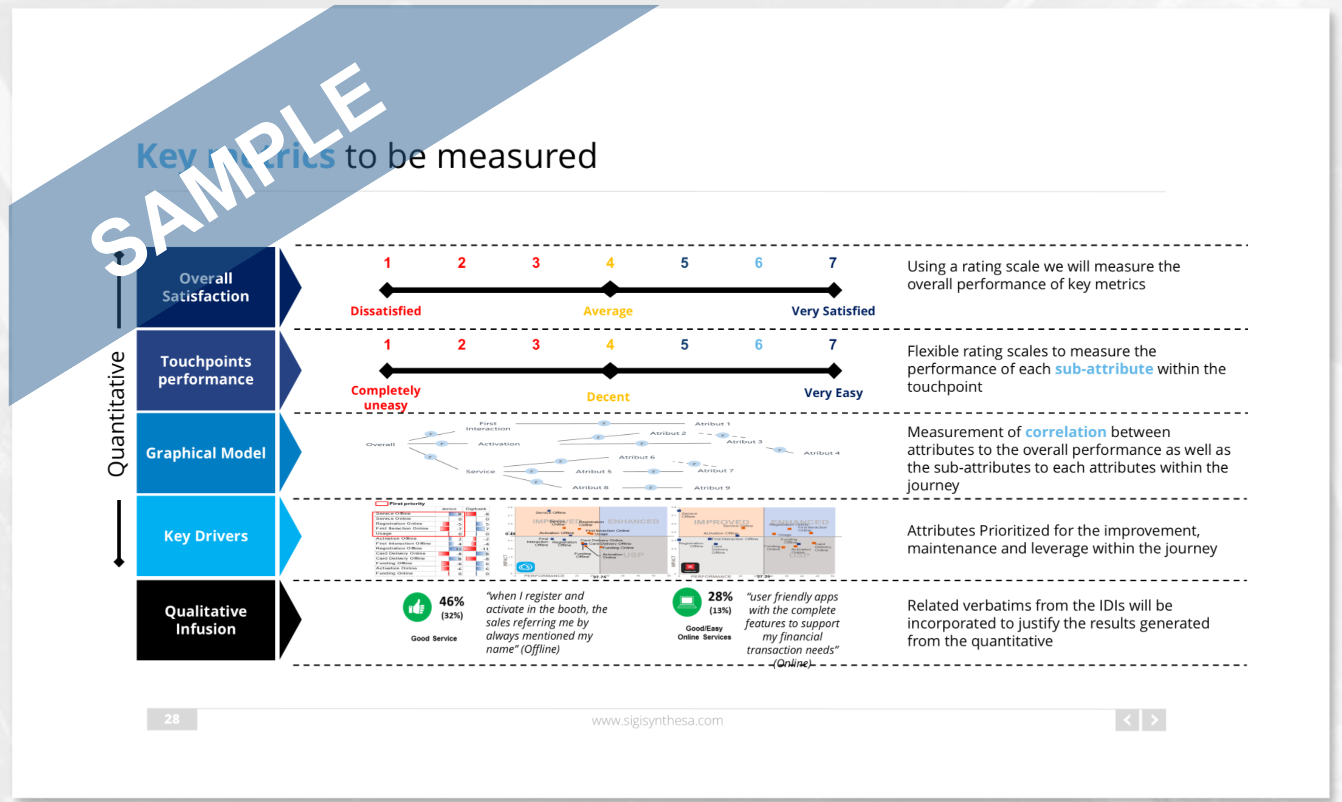
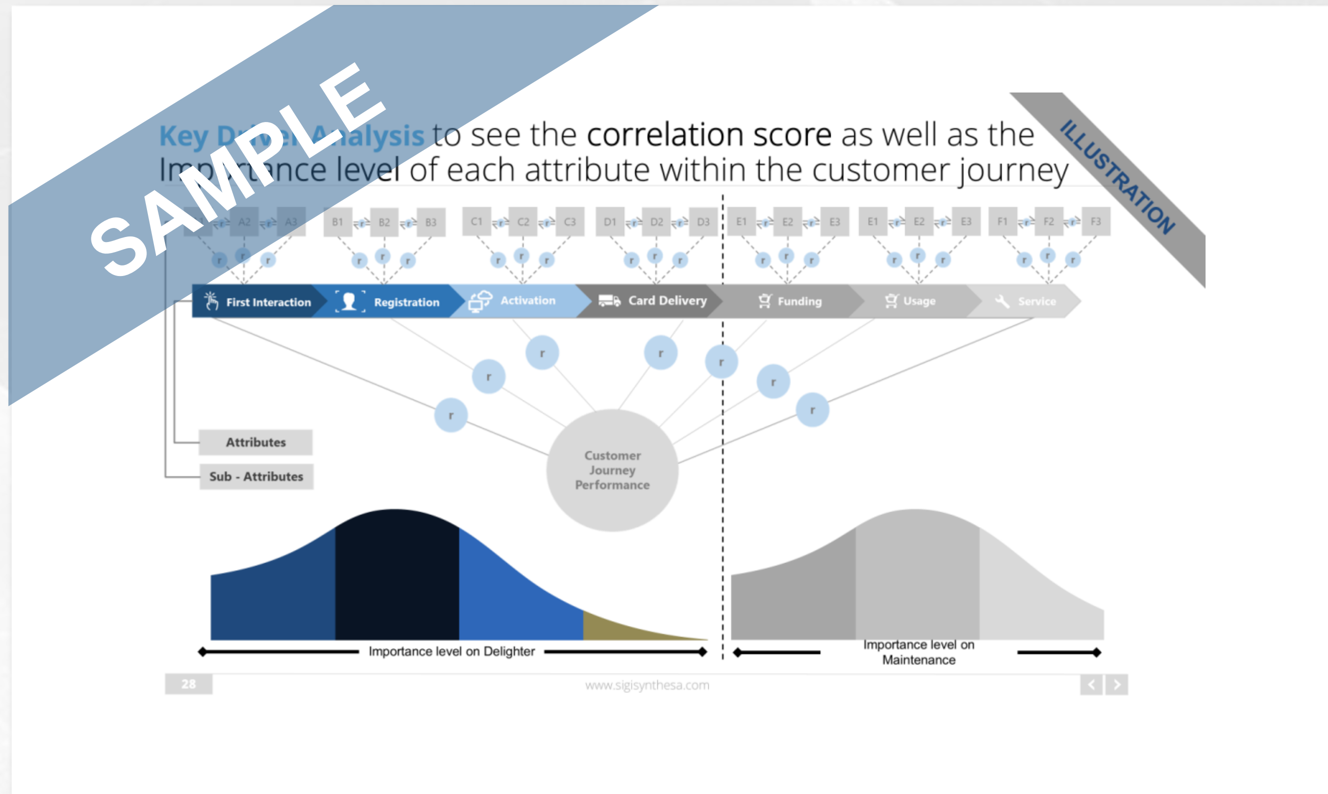
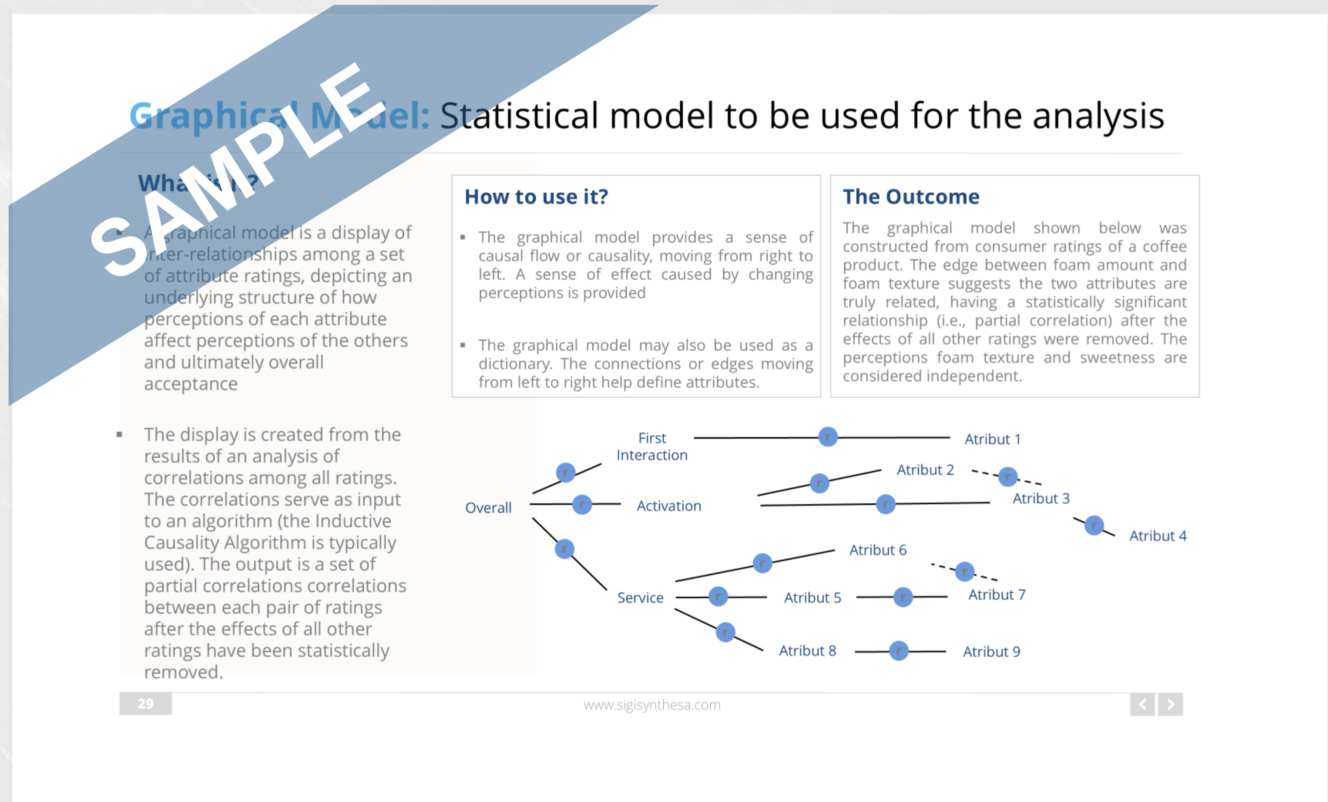
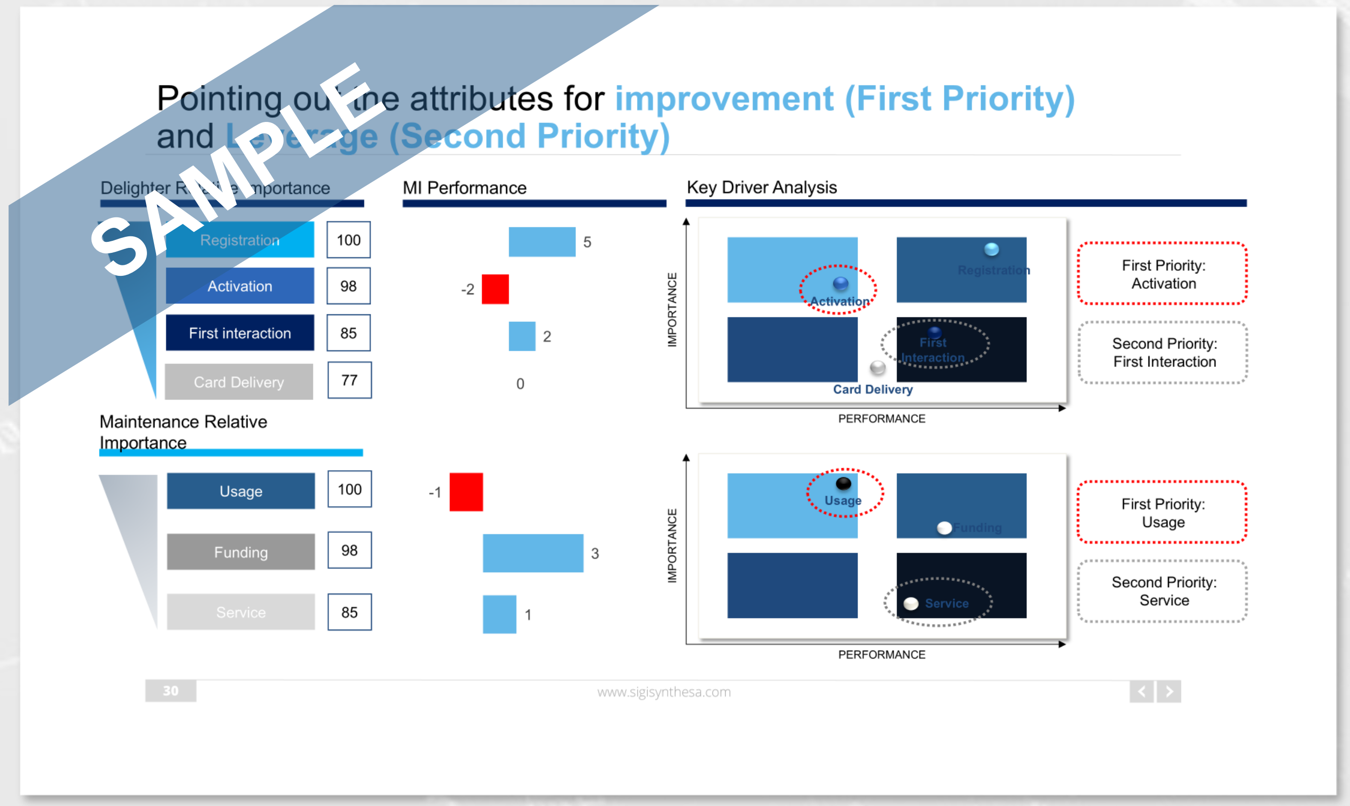
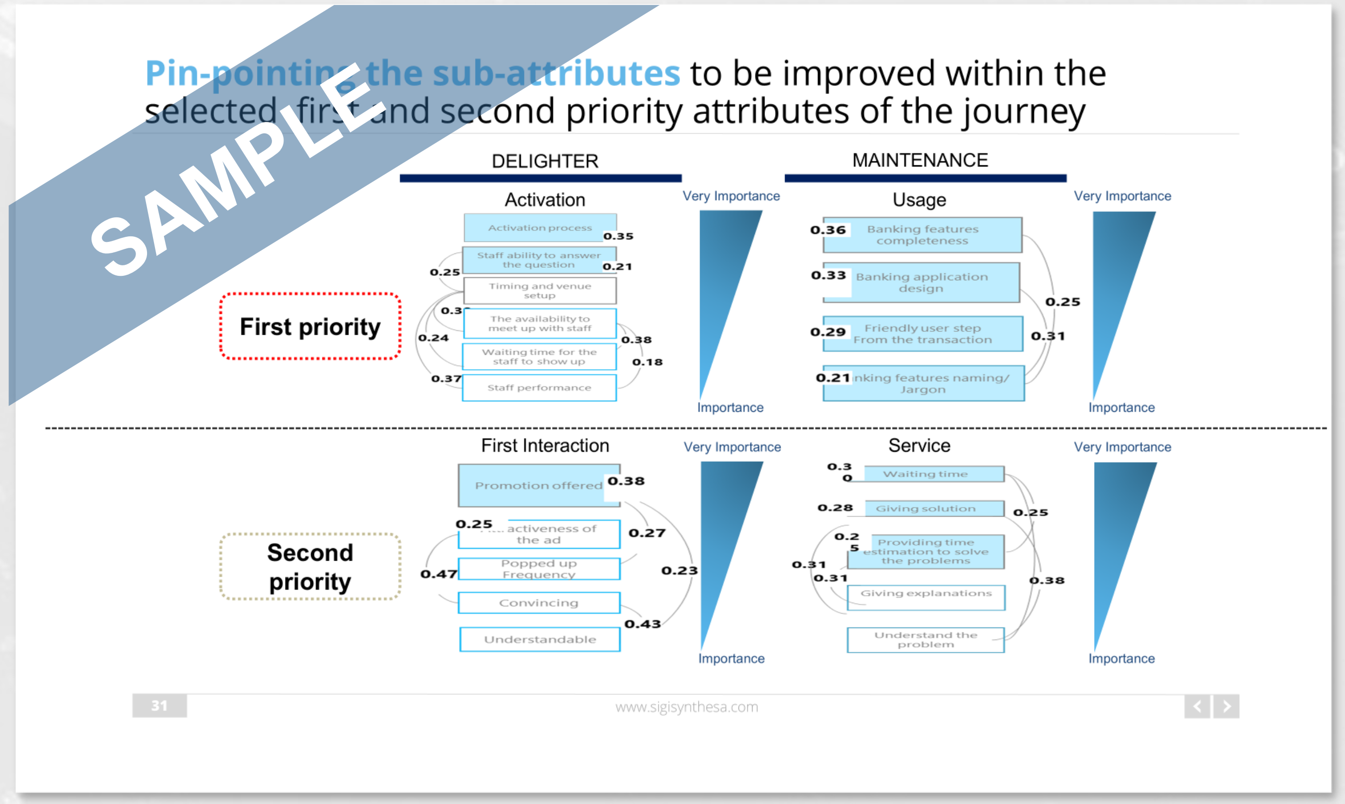
Customer Experience Evaluation – Deliverables Sample

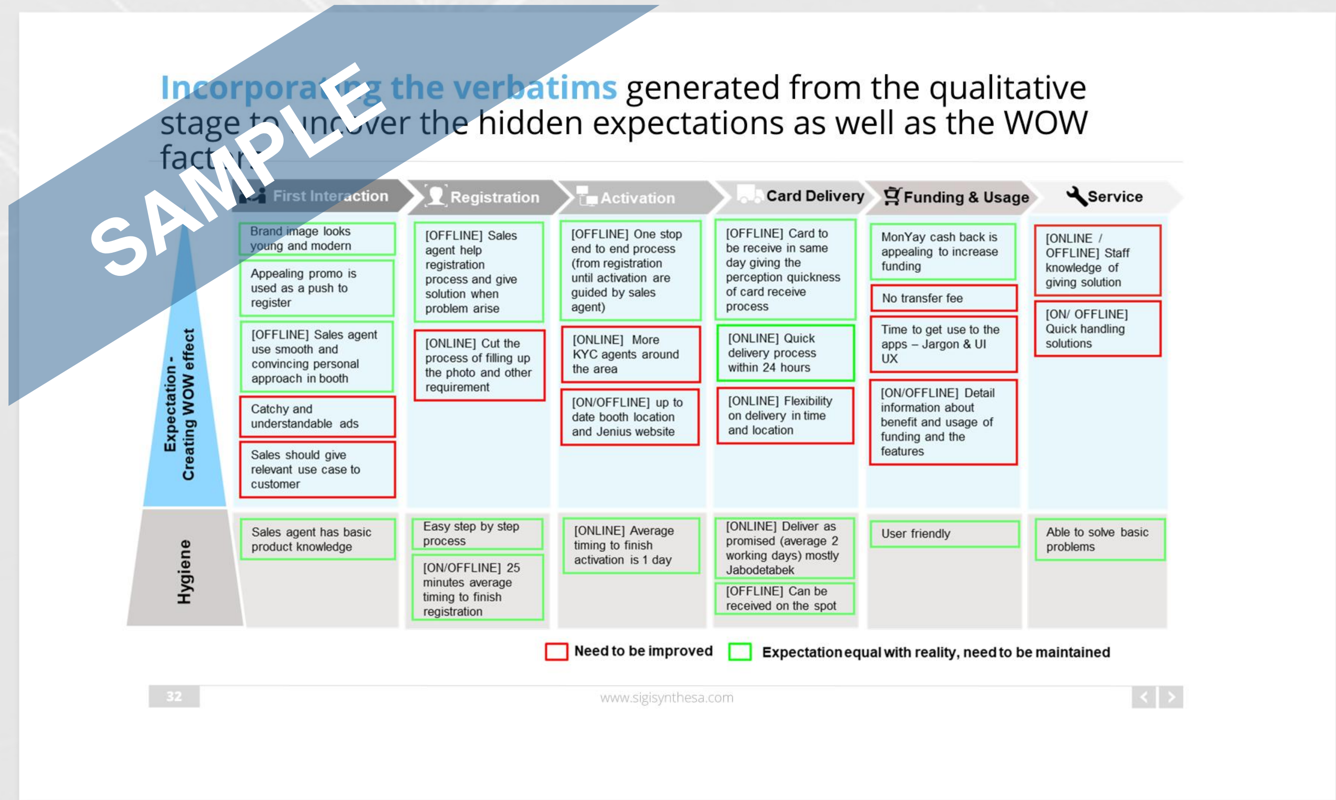












www.sigisynthesa.com

Digital Product Feasibility Study – A Case Study

One of our clients is **a mission-driven organization** seeking to expand its reach and impact in the digital health space. To respond to evolving consumer behaviors and market trends, the client intends to develop a mobile platform that aligns with user needs and builds a sustainable digital ecosystem for the long term.

The main objective of the study is to **explore consumer needs and behaviors in the digital health space**, and to identify opportunity areas that inform the development of relevant, emotionally resonant app concepts aligned with market demand.

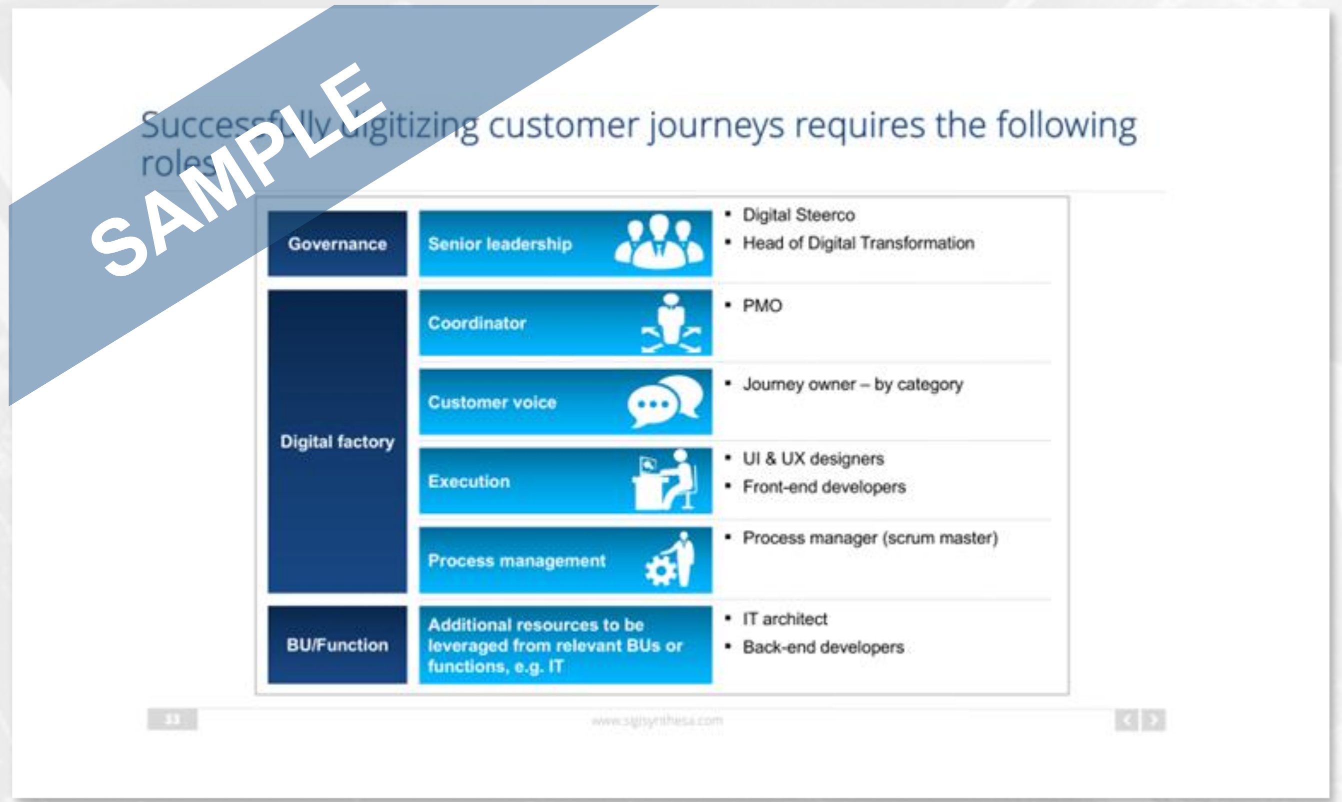
Our Approach

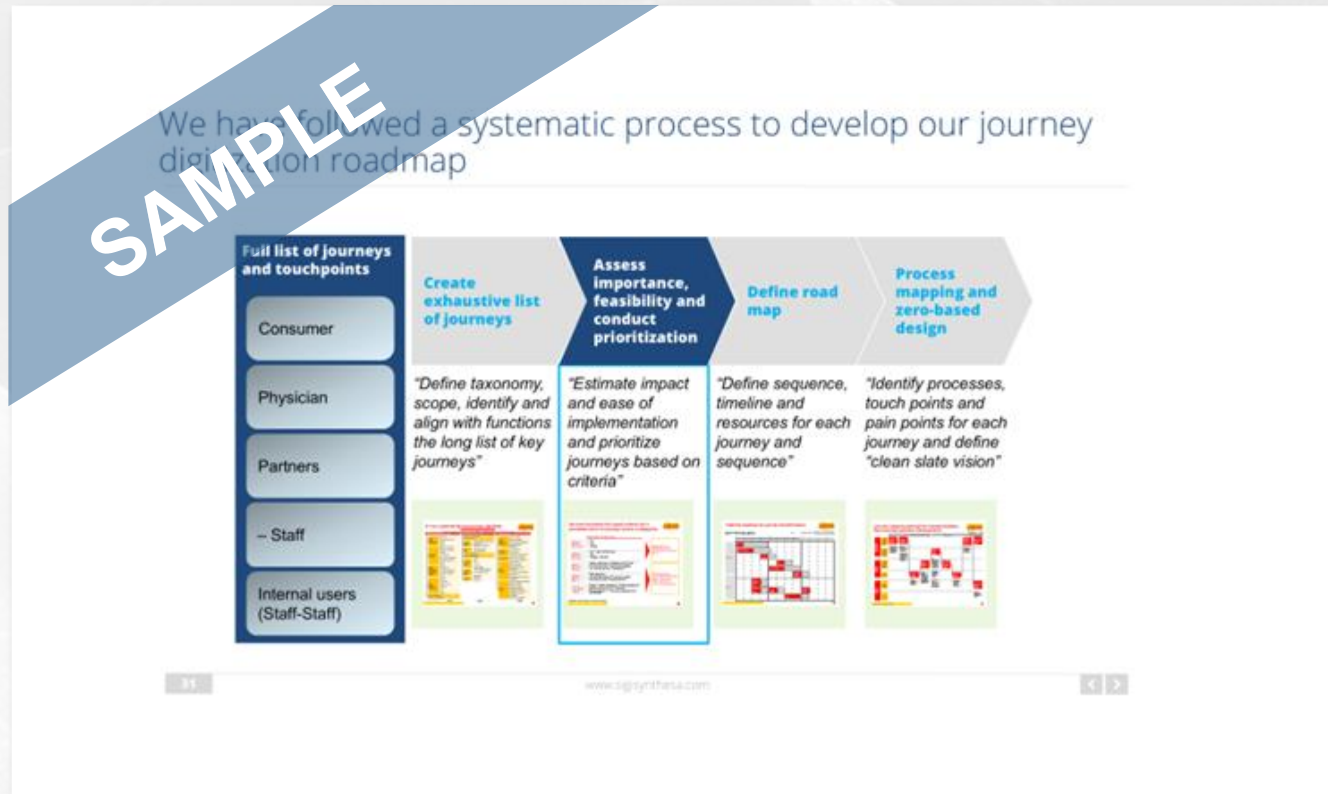
- Conducted a multi-phase, end-to-end process starting with market exploration through qualitative and quantitative research to define strategic innovation platforms.
- Co-created and evaluated app concepts via mockups and consumer feedback, followed by user testing and iteration.
- Delivered full-spectrum support across feasibility analysis, app development, and launch preparation—covering UX design, technical scoping, and go-to-market planning.

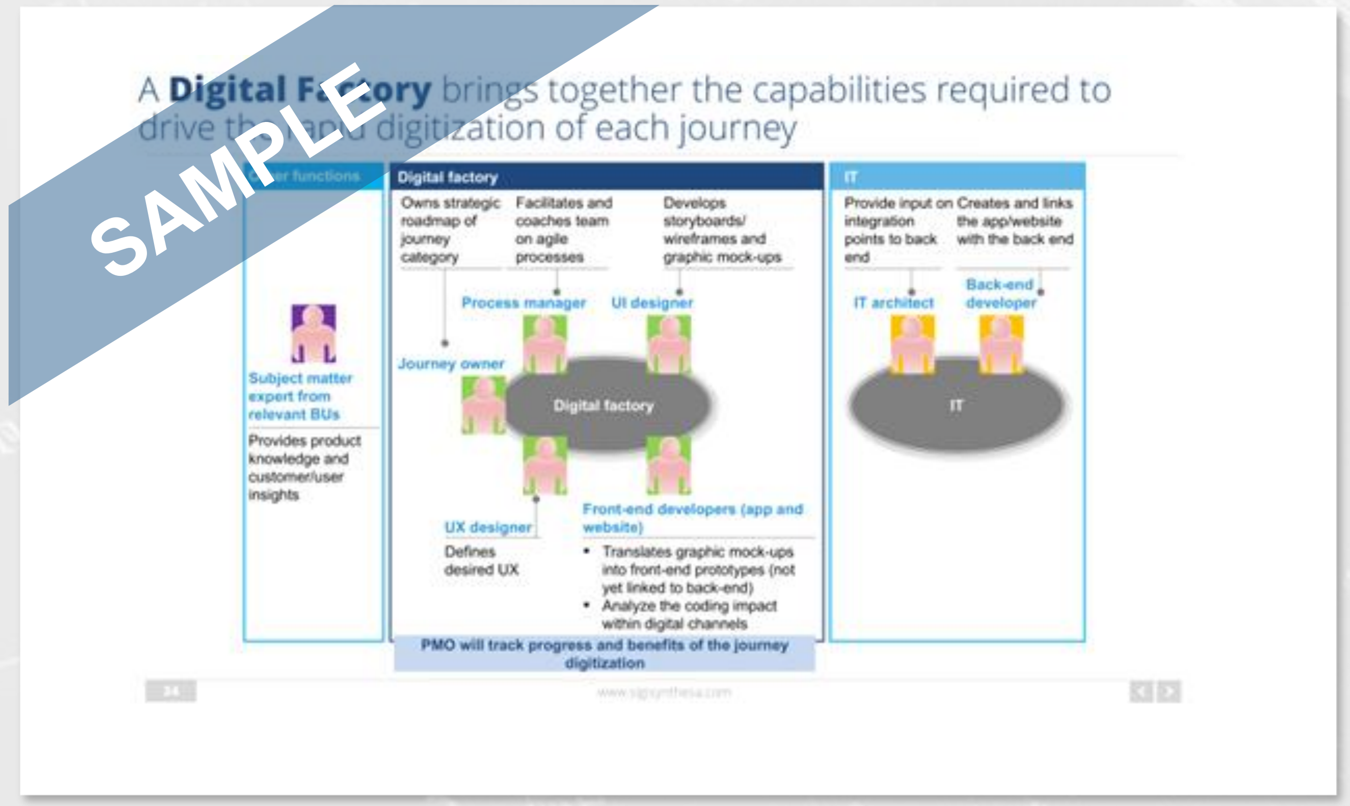
The Outcomes

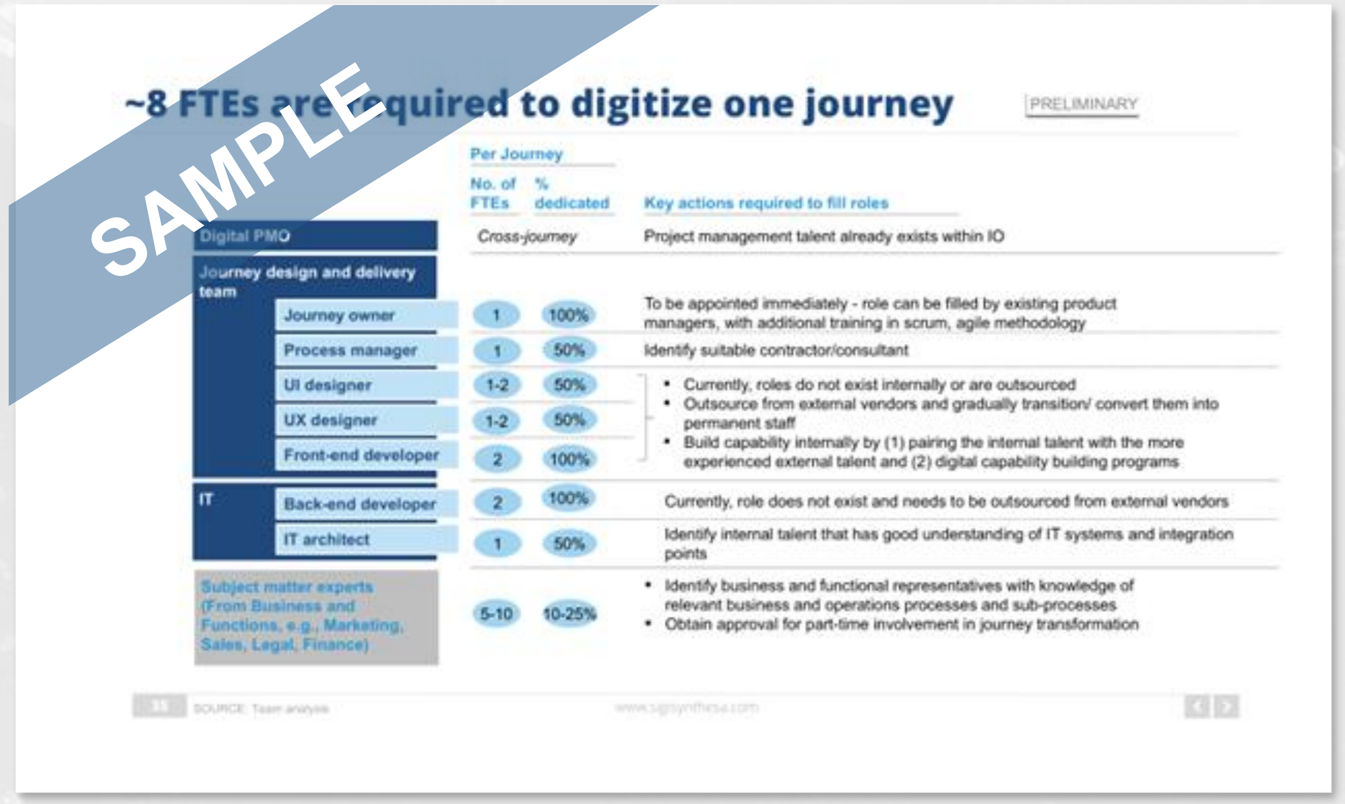
- The client gained clear visibility into consumer usage patterns, unmet needs, and emotional triggers within the reproductive and e-health category.
- Identified innovation territories and “white space” areas for digital platform growth, validated with real user insights.
- Developed a roadmap of phased execution, from research and concepting to platform build and launch strategy.
- Enabled stronger alignment between internal capabilities and external market opportunities, supporting long-term digital transformation goals.

Digital Product Feasibility Study – Deliverables Sample









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Product Testing & Pricing Assessment – A Case Study

In a market largely dominated by a major brand known for its affordable positioning, **a local pharmaceutical company is planning to enter the premium segment** with a new Vitamin E variant. The client seeks to better understand the market dynamics, consumer perceptions, and price sensitivity to ensure their product is positioned for success.

The main objective of the study **is to assess the potential of a new premium skin supplement concept** by evaluating consumer appeal, benefit relevance, and optimal pricing, while understanding how the product could fit within the competitive landscape and drive switching behavior.

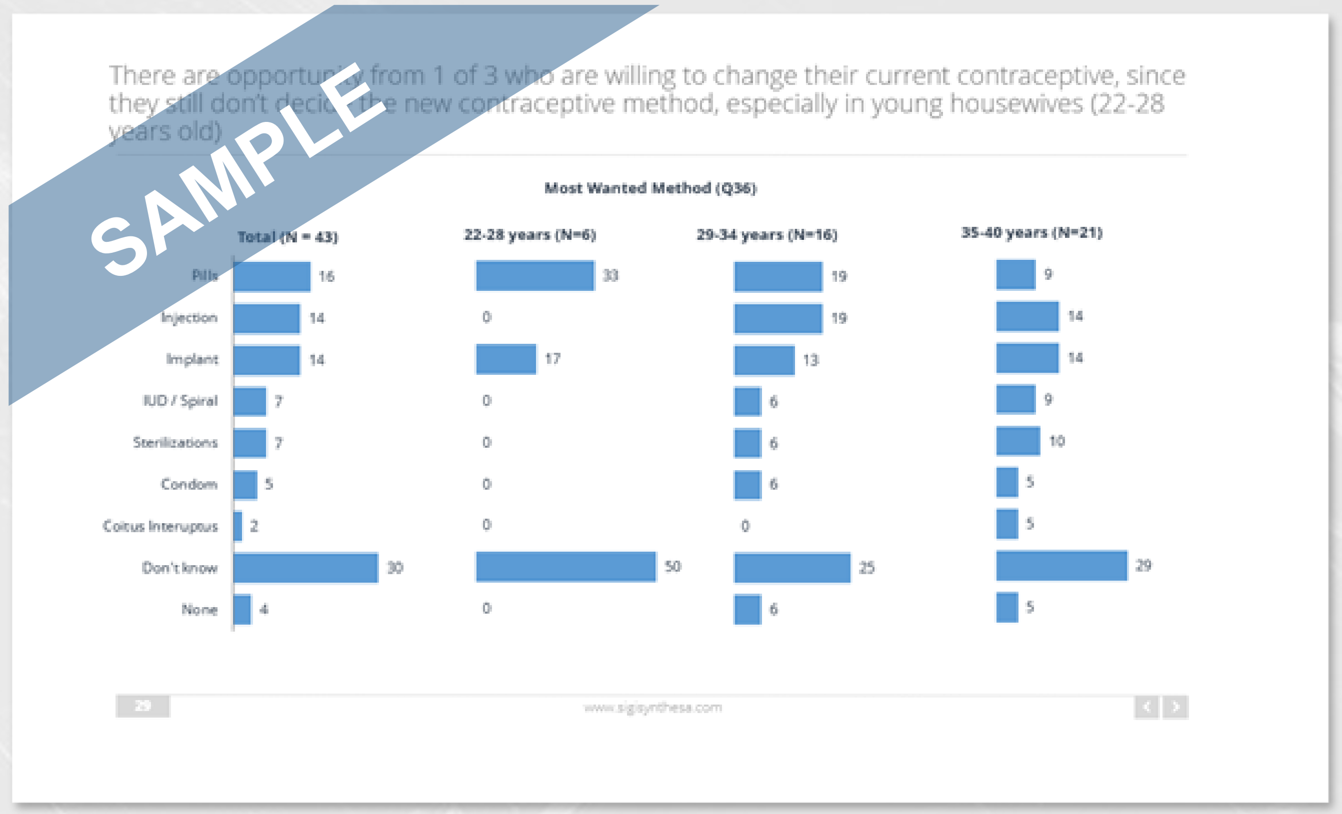
Our Approach

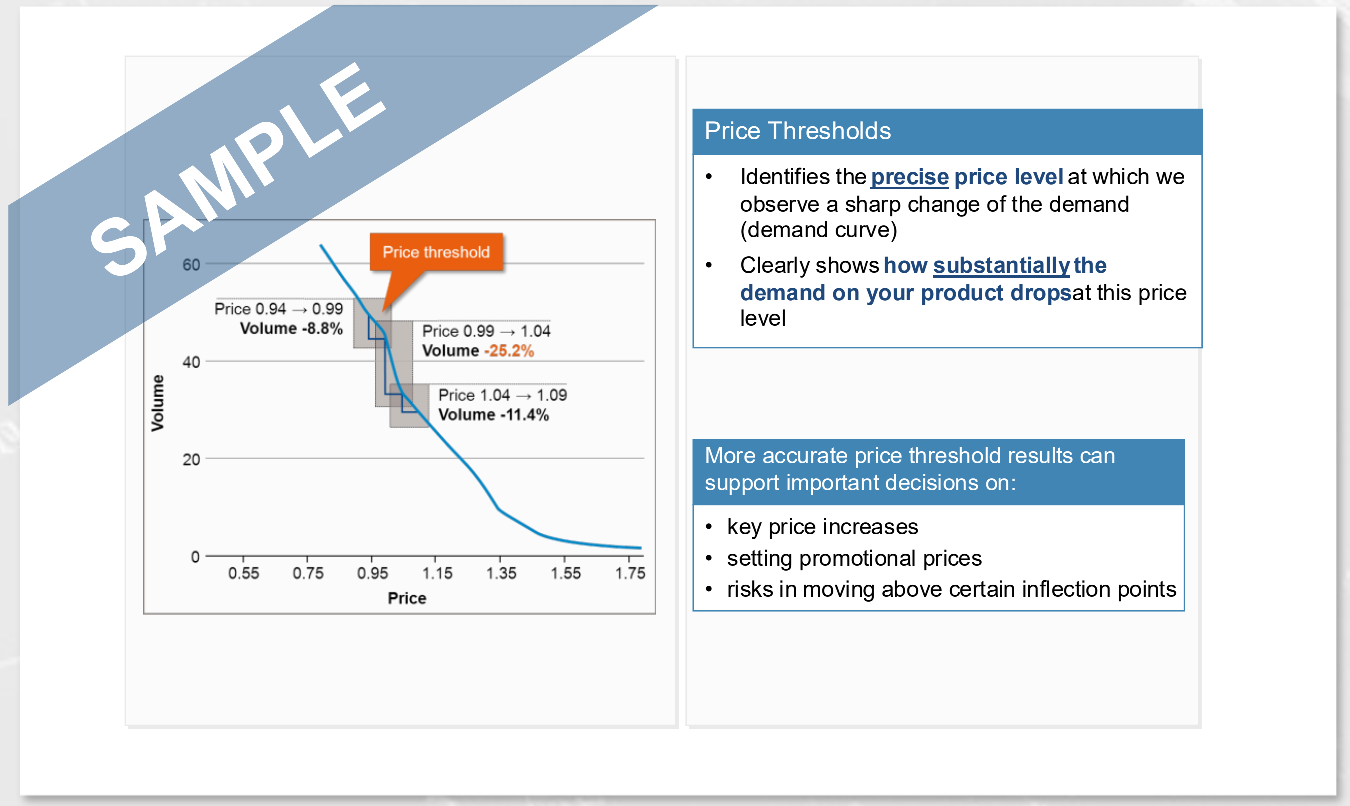
- Conducted quantitative survey-based research across 11 key cities, targeting active users and potential users of Vitamin E supplements, specifically women aged 18–45 from SEC A++ to C1.
- Concept evaluation stage focused on understanding appeal of the product's benefits, ingredients, and perceived relevance—covering both emotional and functional drivers.
- Pricing study was carried out using Conjoint Analysis, to determine acceptable price points, price sensitivity, and switching likelihood between competing brands.

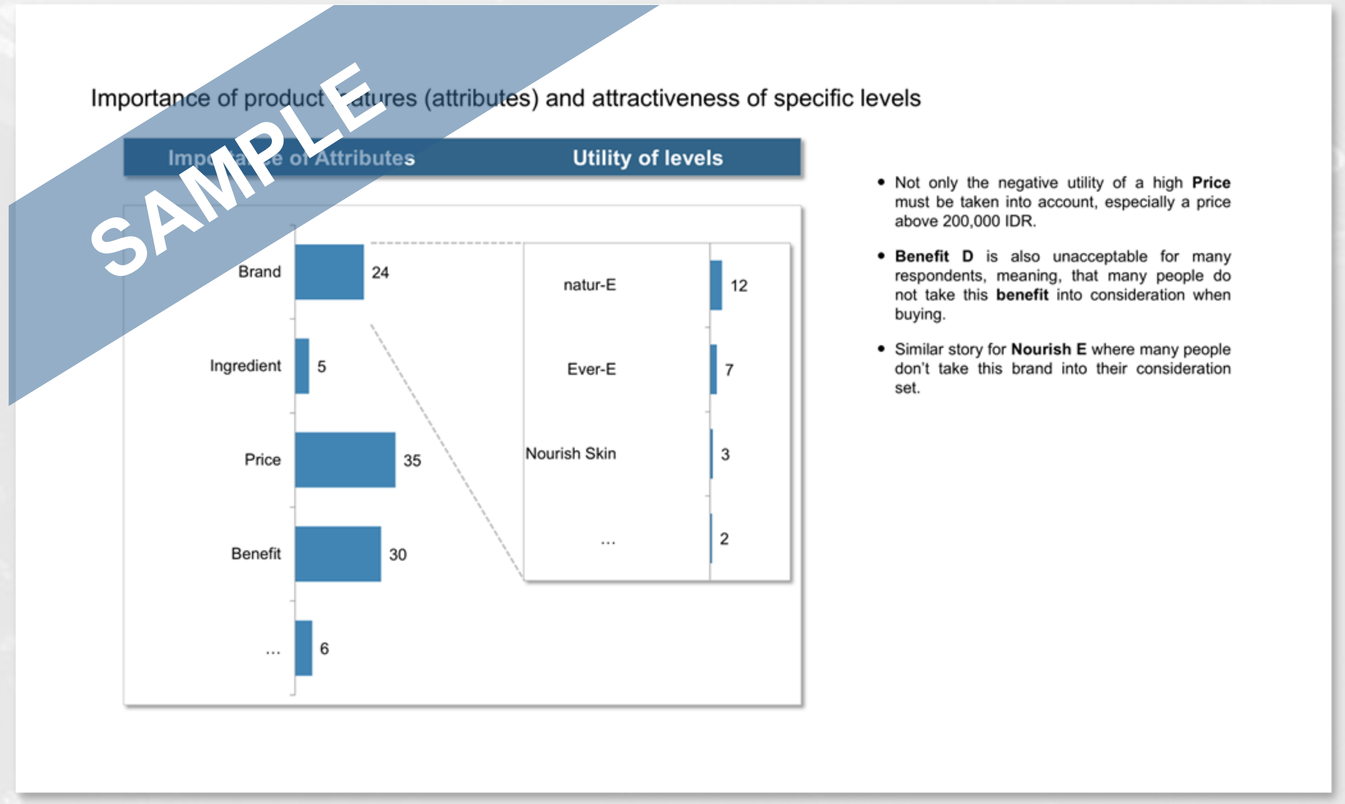
The Outcomes

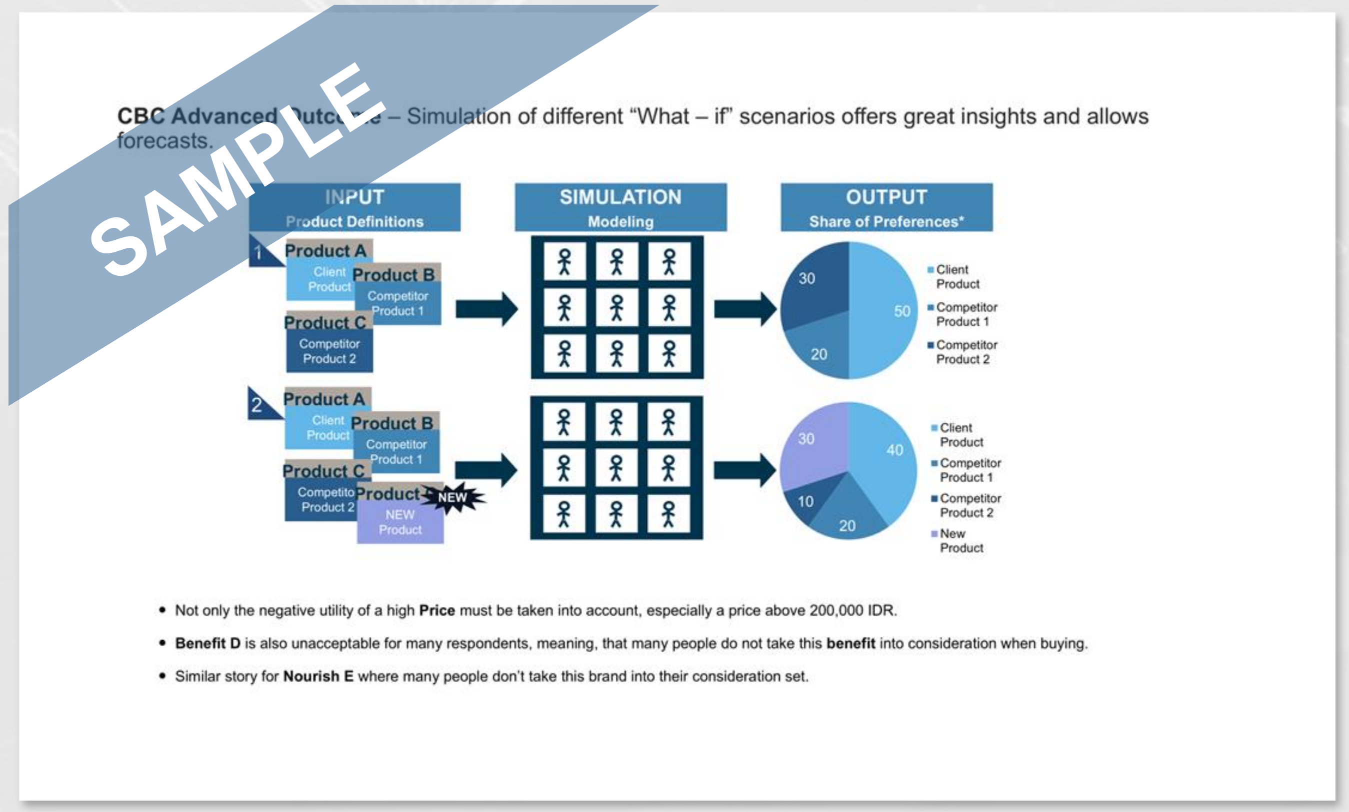
- The client gained clear insights into consumer preferences for premium supplement products, including the most attractive benefit combinations and price perceptions.
- The study identified the optimal price range for the new variant, along with implications of price shifts on purchase intention, volume, and market dynamics.
- Results provided a solid foundation to formulate a comprehensive pricing and positioning strategy for the upcoming launch

Product Testing & Pricing Assessment– Deliverables Sample









Our expertise in
Home Appliance
Industry

Brand Building Baseline – A Case Study

conduct an in-depth qualitative study

One of our clients is a local home appliance company whose main product is **washing machine**.
We helped the client **establish a strong brand foundation** and **build brand awareness** in the first year, thereby securing a share of consumer mindshare.

Our client's product currently **lags behind competitors** in popularity and preference. They want to **assess the potential to establish a new brand** in the competitive home appliances market.

Our Approach

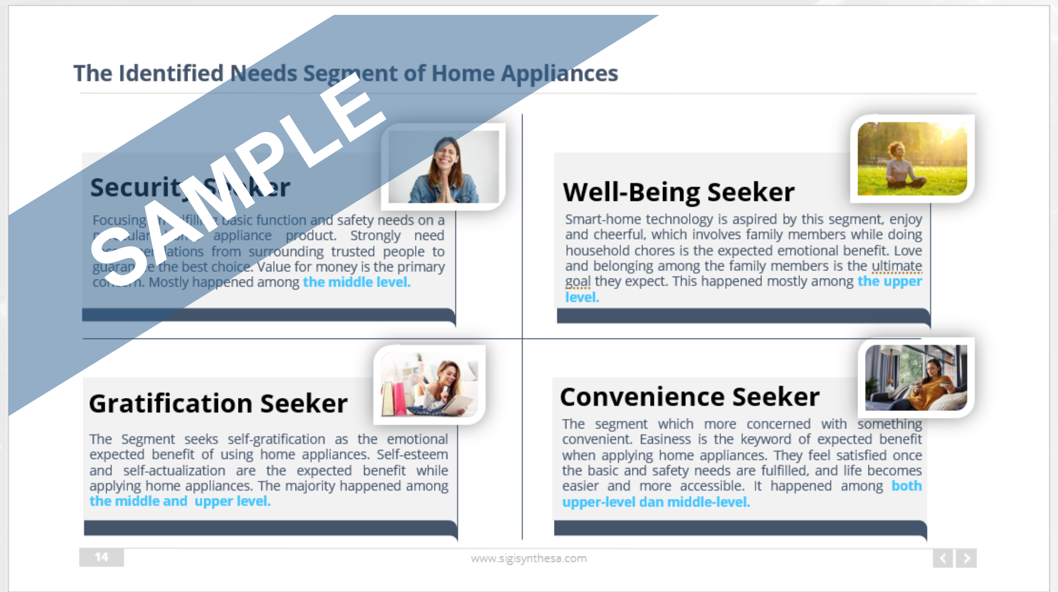
- Data was collected through **focus group discussions** (FGDs) held in major Indonesian cities like Jakarta, Bandung, and Semarang with middle-upper segment respondents ranging from young adults to the elderly.
- We analyze **consumer insights** related to home appliances products and brands.
- We do **branding mapping** among the existing brands of home appliances.
- We do evaluation on the **Brand Name and Positioning Concept**.

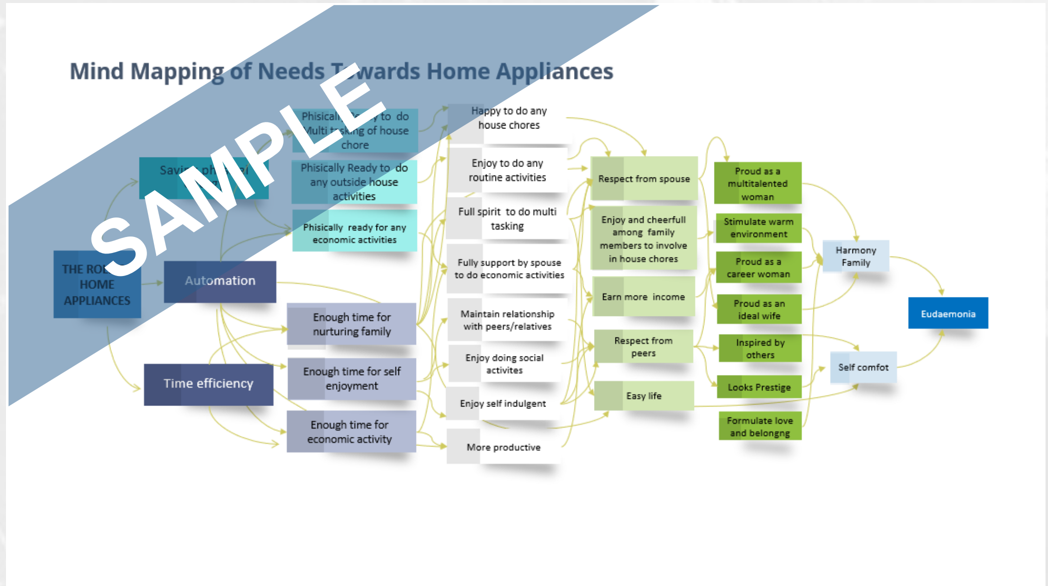
The Outcomes

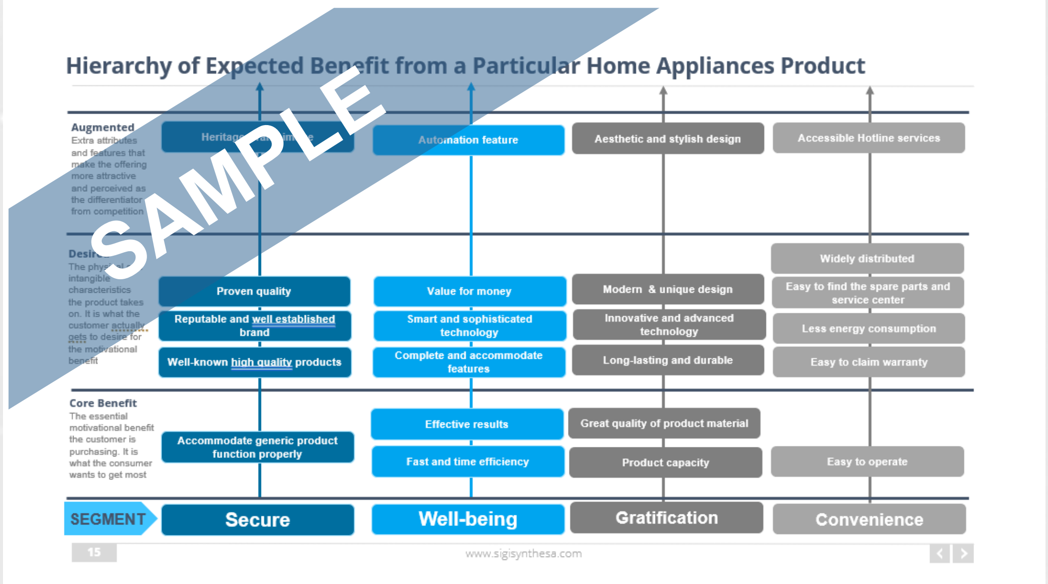
- The study provides a clear picture of consumers' needs, purchase behaviors, usage habits, and brand preferences in home appliances, revealing what drives satisfaction and loyalty.
- We uncovers how consumers recognize, evaluate, and connect with existing brands and highlighting their strengths, emotional impact, and loyalty drivers to define each brand's position and meaning in the market.
- We shows how the brand name is perceived in terms of memorability, relevance, and ease of use, and how clearly consumers understand and value the brand's positioning.

Brand Building Baseline– Deliverables Sample

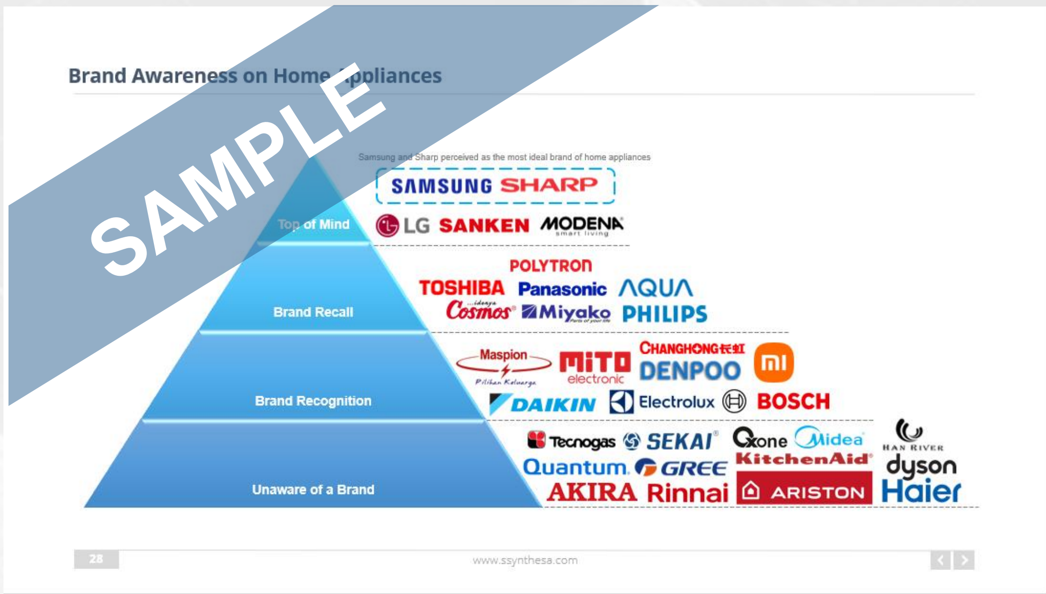
Customer Insight on Home Appliances Product and Brand.

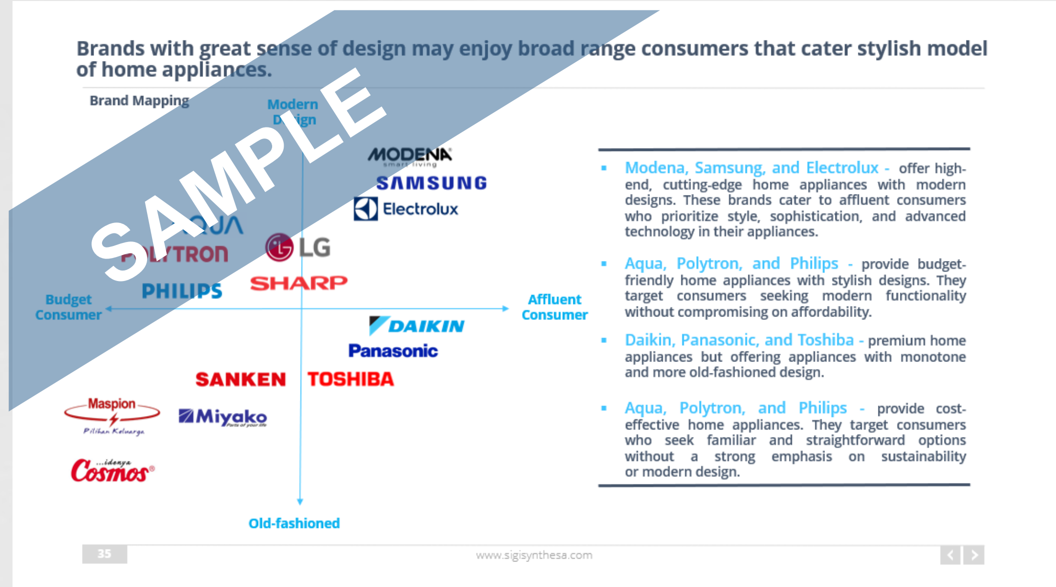




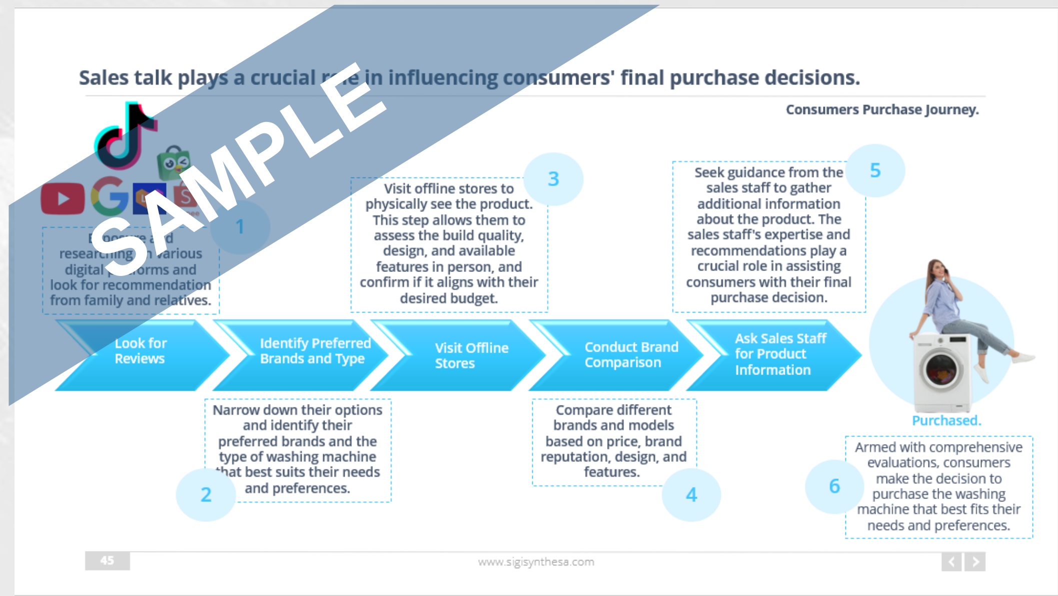


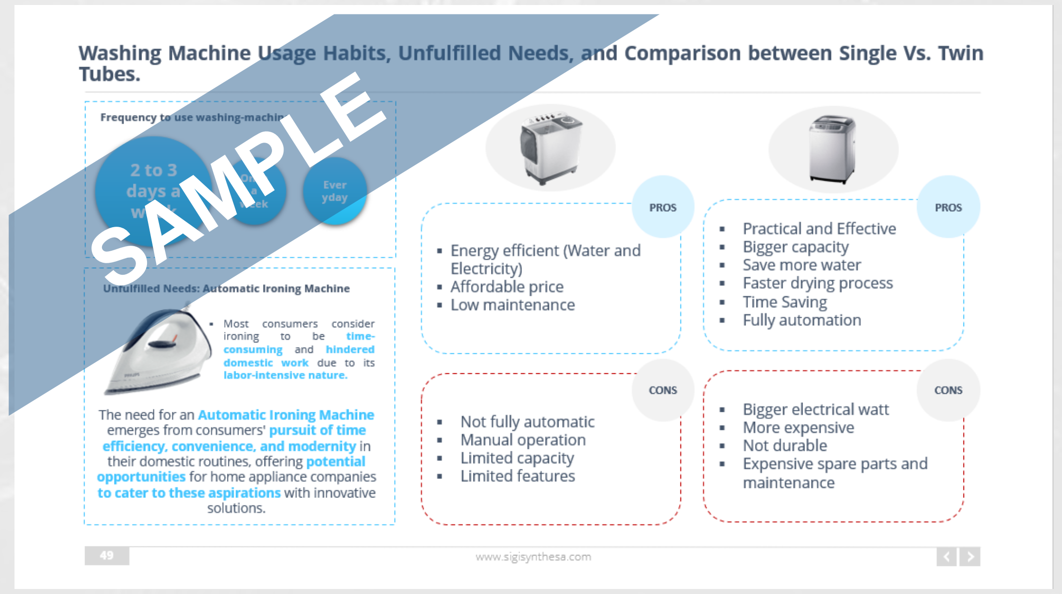
Landscaping Brand Competition

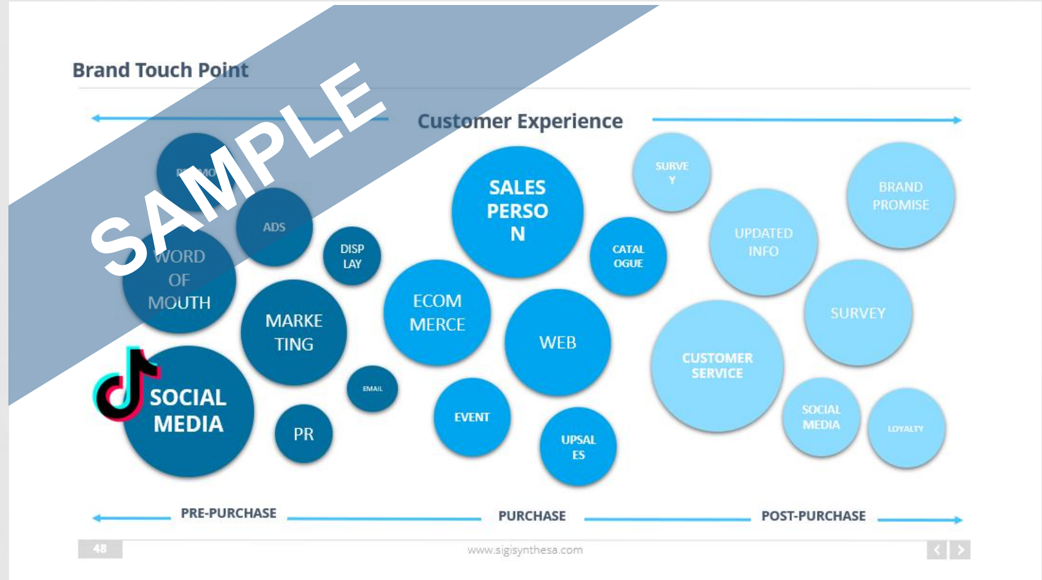




Capturing Purchase and Usage Habit







Market Feasibility– A Case Study

qualitative and quantitative study

Our client wanted to assess the potential and opportunities in the dry-cleaning and laundry service market, given rising consumer demand and lifestyle shifts.

Our client needs to understand user needs and unmet opportunities, evaluate the market potential, and learn from successful players to develop impactful new laundry service concepts.

Our Approach

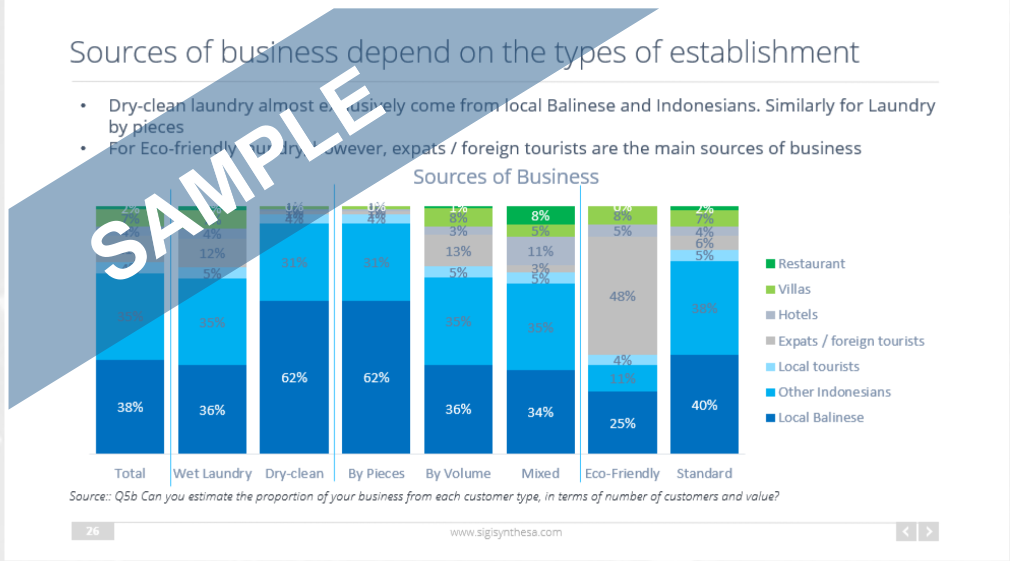
- We carried out market intelligence through qualitative in-depth interviews (IDIs) and quantitative surveys with respondents from both B2B and B2C segments.
- We explored the demand landscape and gained insights into the target audience.
- We assessed laundry service ideas to understand their market fit, consumer appeal, and growth potential, helping identify the most promising opportunities.
- We combined market research, consumer insights, and competitive analysis to create the laundry service blueprint.

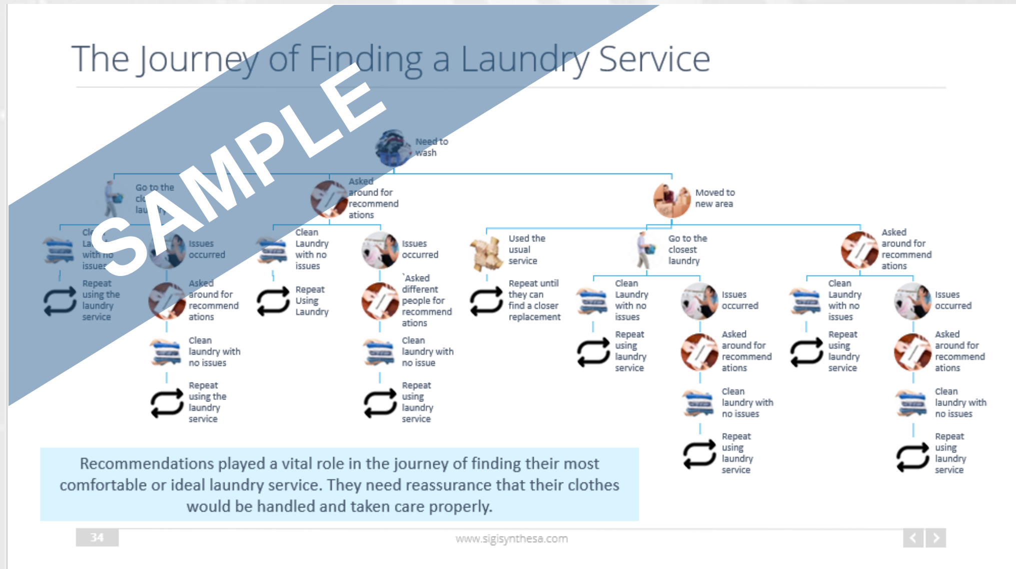
The Outcomes

- Comprehensive insights into market dynamics, customer needs, and demand drivers across B2B and B2C segments.
- Identification of high-potential laundry service concepts based on market fit, consumer appeal, and growth opportunities.
- A clear, actionable blueprint to guide the successful launch and positioning of the new laundry service.

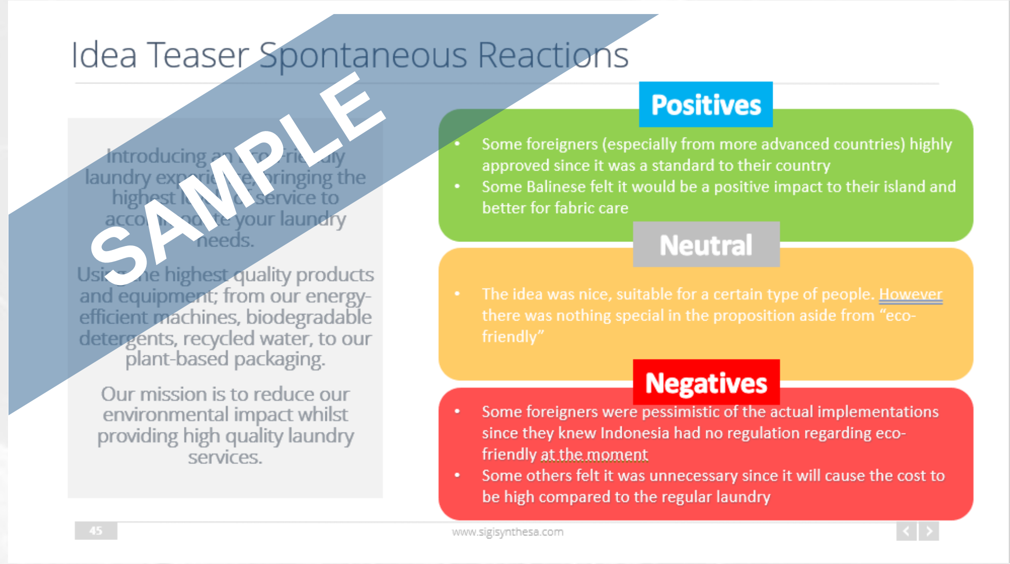
Market Feasibility – Deliverables Sample

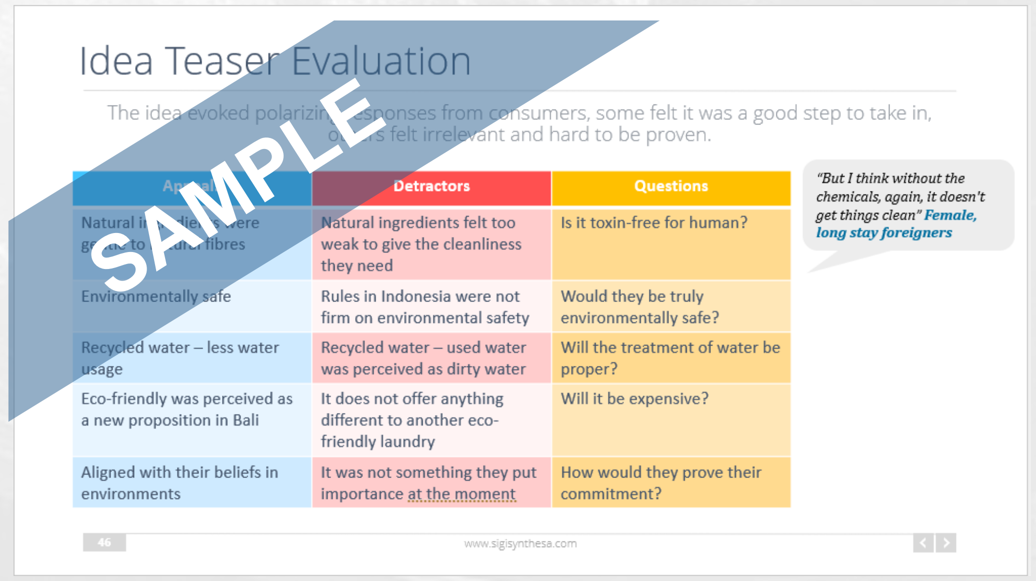
Customer persona, needs, behavior and journey

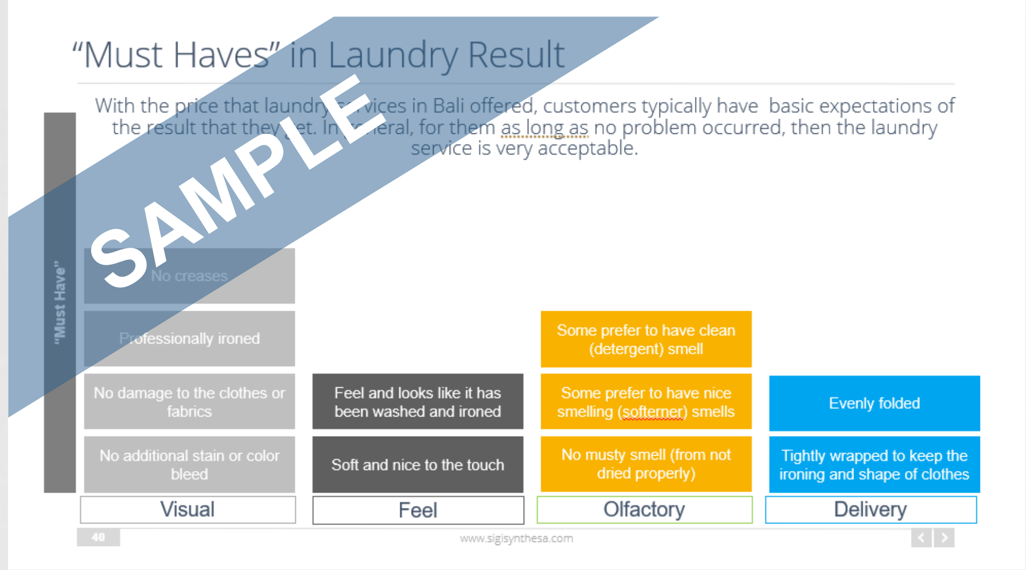




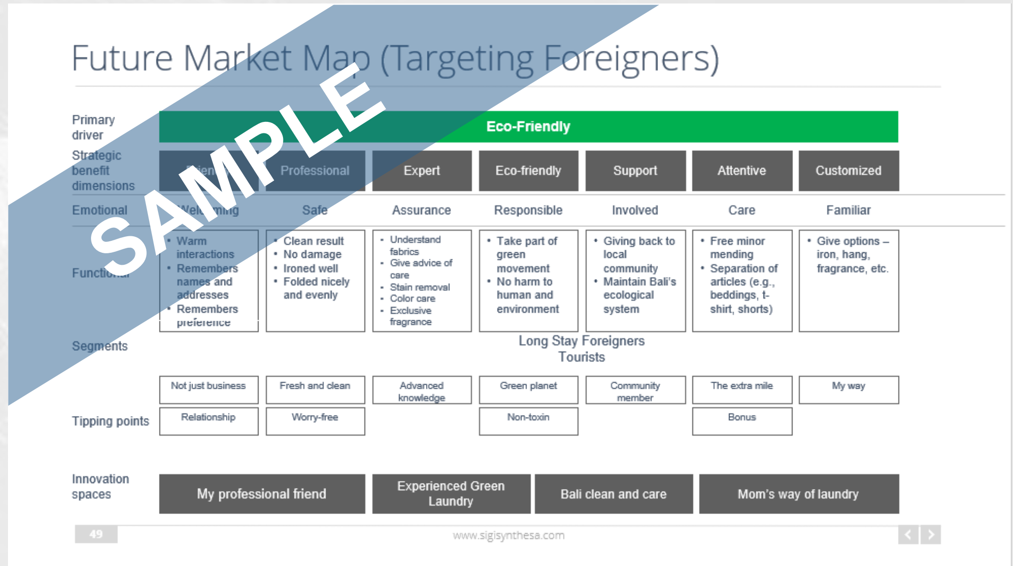
Laundry Ideas assessment

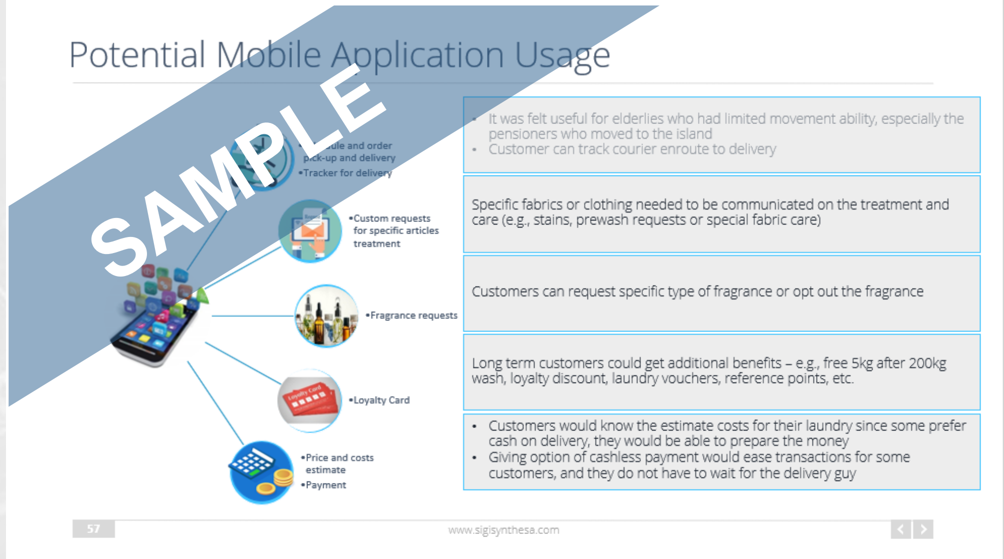


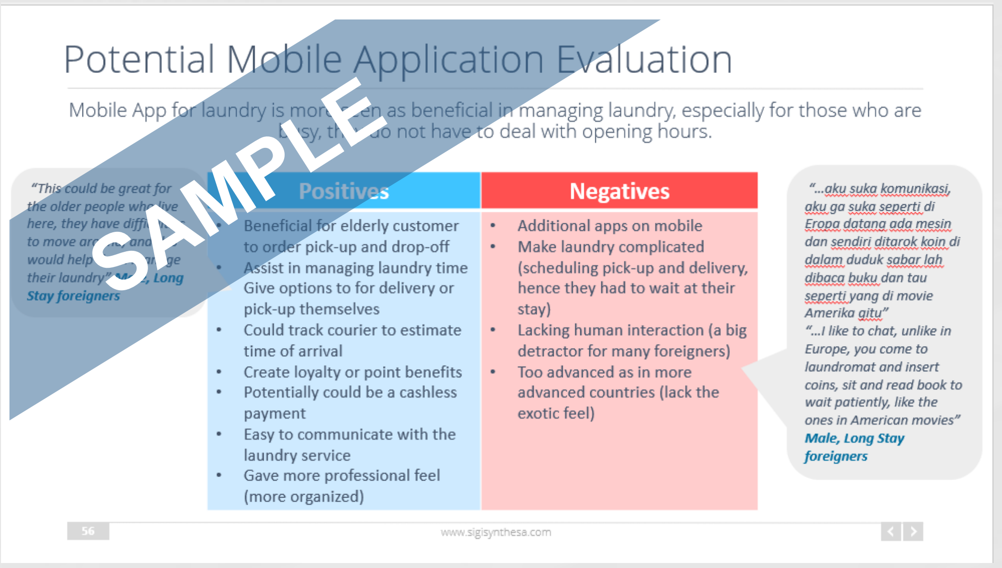




Laundry Operation Blueprint







Pre-Launch New Product Assessment – A Case Study

conduct an in-depth qualitative study

Our client expected the new Suzuki product launch to achieve strong sales in Indonesia's LCGC and city car market.

Our client aimed to thoroughly investigate the demand opportunity to understand market potential and customer interest

Our Approach

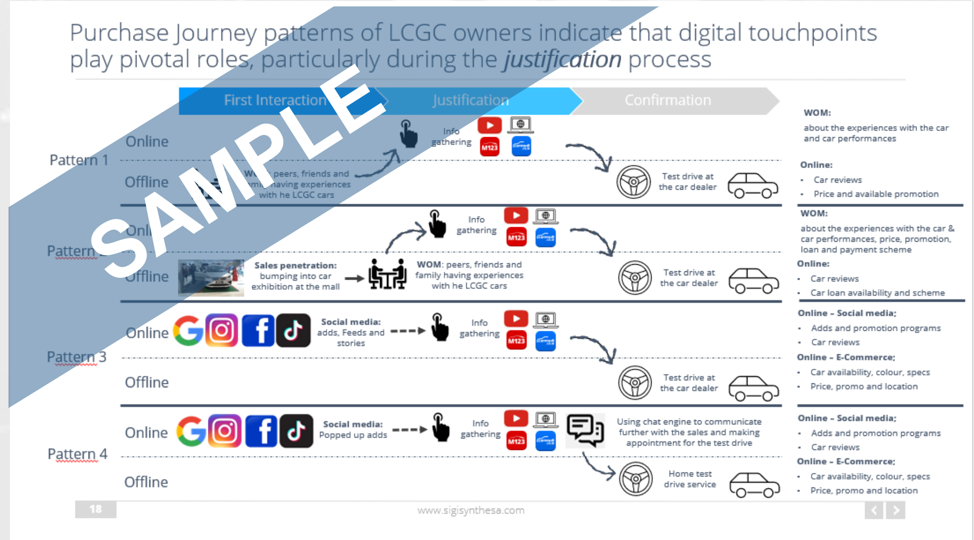
- Data was collected through **focus group discussions** (FGDs) with middle-upper segment respondents with certain HH income that represented the buyer personas.
- We wanted to understand the profile of LCGC and city car customers and learn about their behavior and the role cars play in their lives.
- We aimed to explore their experiences, revealing hidden concerns, expectations, strengths, and weaknesses regarding LCGC and city cars.
- We sought to evaluate how the new LCGC and city car product stacks up against competitors.

The Outcomes

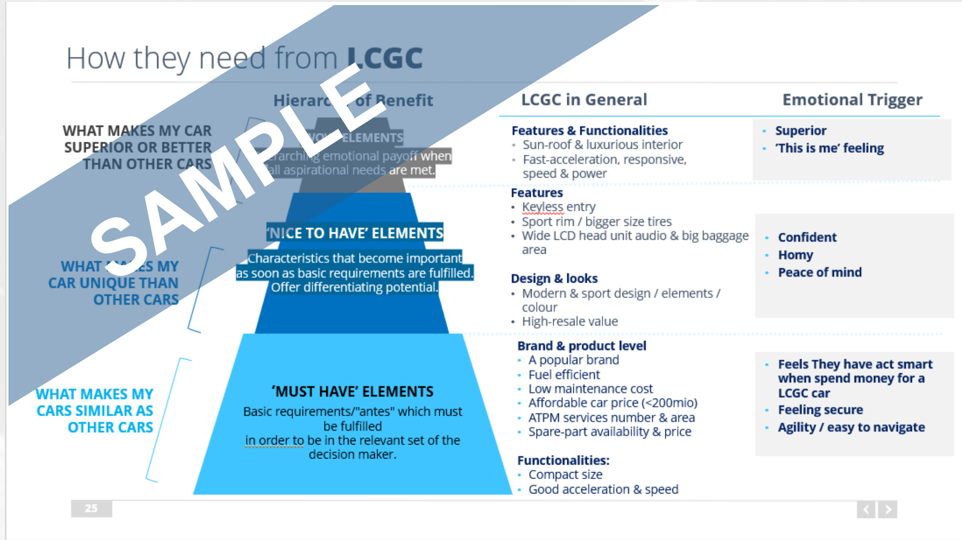
- A detailed understanding of who LCGC and city car customers are, how they use their cars, and what cars mean in their daily lives.
- Insights into customer experiences, including hidden concerns expectations, and perceived strengths and weaknesses of current options.
- A clear evaluation of how the new product compares to competitors, identifying advantages and areas needing enhancement.

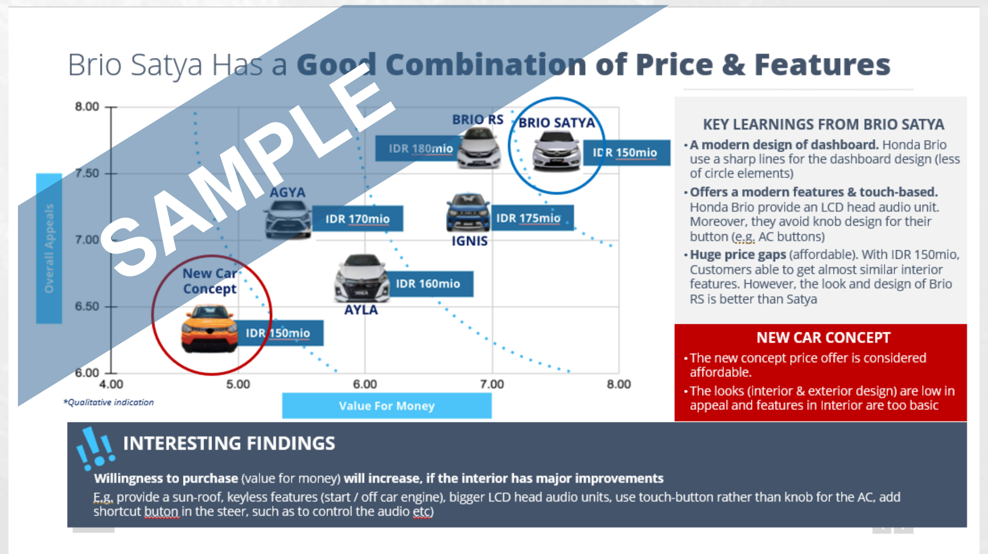
Pre-Launch New Product Assessment – Deliverables Sample

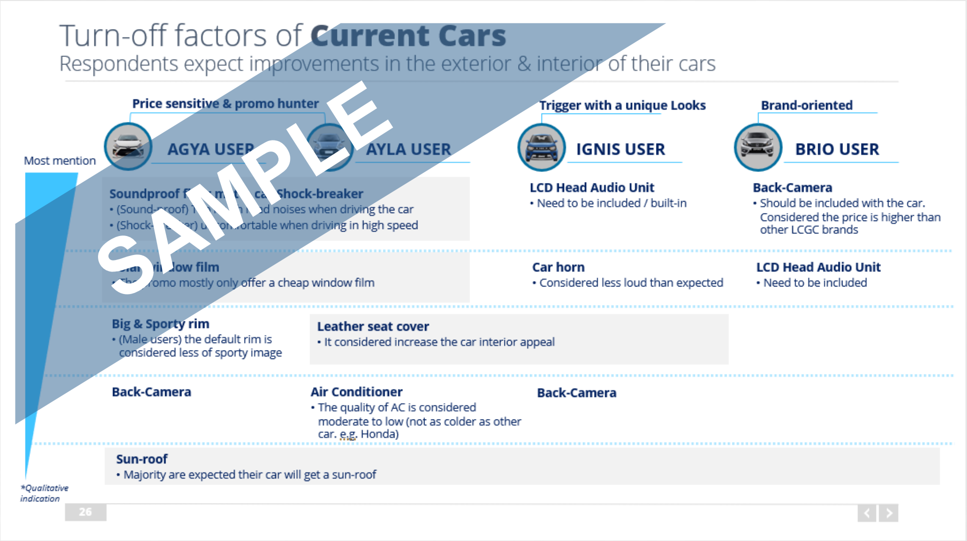
Customer persona, needs, behavior and journey



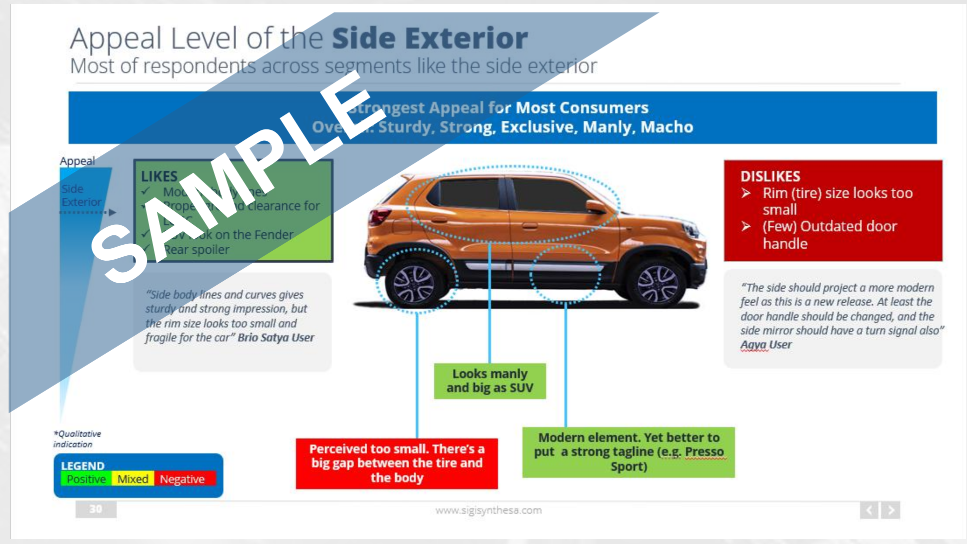
Customer Experience and Perception Analysis

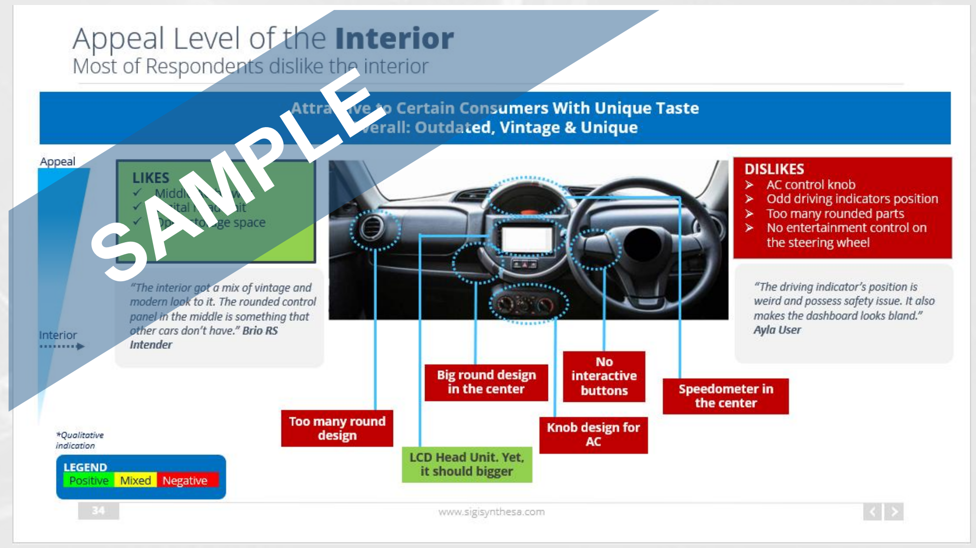


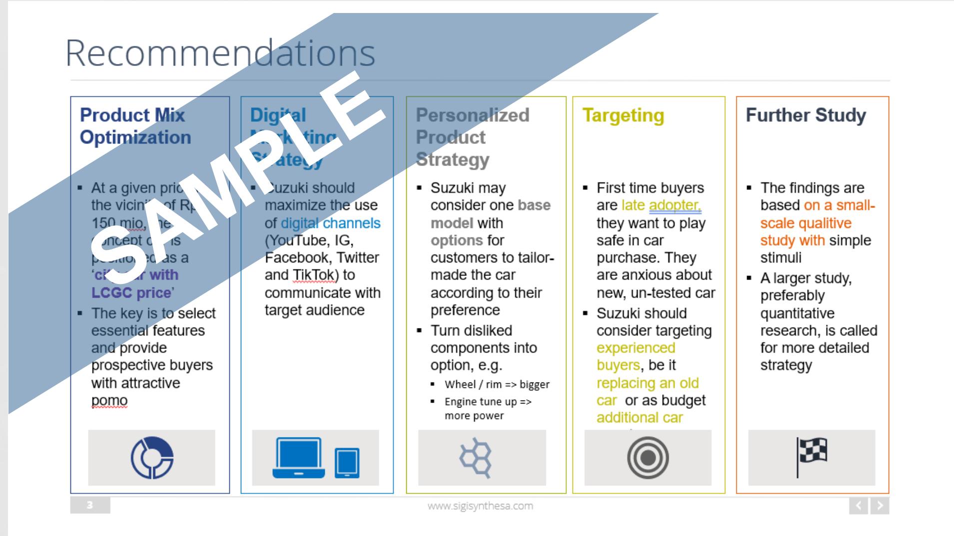




Product evaluation







SigiSynthesa

Our expertise in **Hospitality & Tourism** Industry

Quantitative Research

NPS Tracking Study and Customer Satisfaction

The hospitality industry is undergoing rapid transformation, driven by technological advancements and changing customer expectations. To remain competitive and relevant, hotels must continuously adapt their strategies and offerings.

Customer Satisfaction (CSAT) and Net Promoter Score (NPS) are key metrics for measuring guest experience and loyalty. This study aims to understand the relationship between CSAT and NPS and their impact on guest loyalty within the hotel industry.

Our Objectives

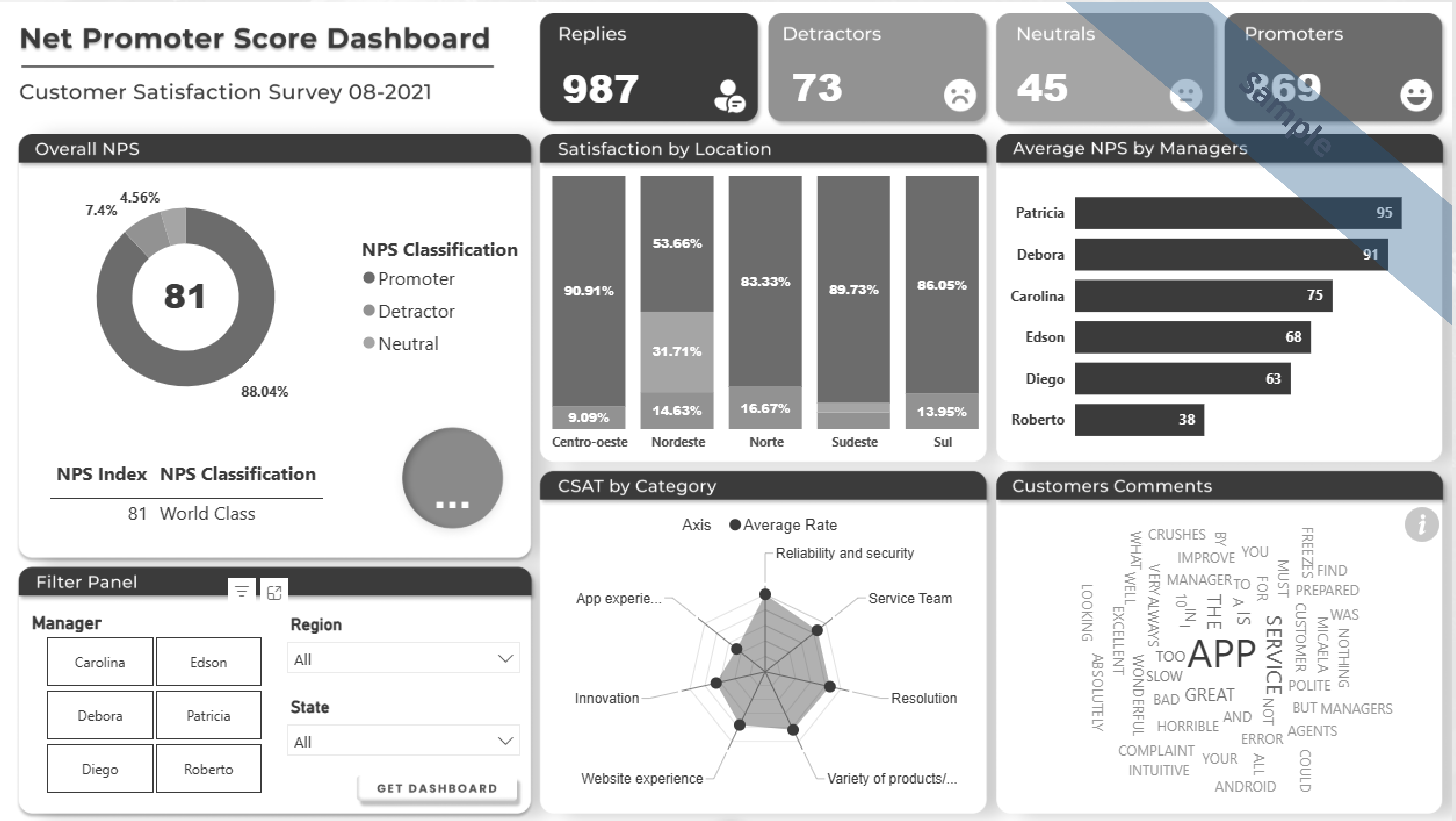
By conducting this research, we aim to:

- **Identify key drivers of guest satisfaction**: Uncover the specific factors that influence CSAT and NPS.
- **Understand the impact of CSAT and NPS on guest loyalty**: Determine how these metrics relate to repeat business and positive word-of-mouth.
- **Develop effective strategies**: Provide actionable recommendations to enhance guest satisfaction, loyalty, and overall hotel performance.

The Outcomes

- Identification of Key Service Gaps: Pinpointing specific areas where guest satisfaction is lacking, such as room cleanliness, staff responsiveness, or food quality.
- Prioritization of Improvement Areas: Determining which service aspects have the greatest impact on overall guest satisfaction and loyalty.
- Development of Targeted Improvement Strategies: Creating tailored strategies to address identified service gaps and enhance guest experiences.

System Process Flow – NPS Tracking Study and Customer Satisfaction



Quantitative Research

Mystery Shopping

In the face of increasing competition in the hospitality industry, Client should prioritize internal evaluation, particularly of service staff, to maintain market share. The quality of service staff significantly influences customer satisfaction and product usage.

By employing advanced research methods and analytics, hotel can gain valuable insights to optimize staff performance and deliver exceptional customer experiences.

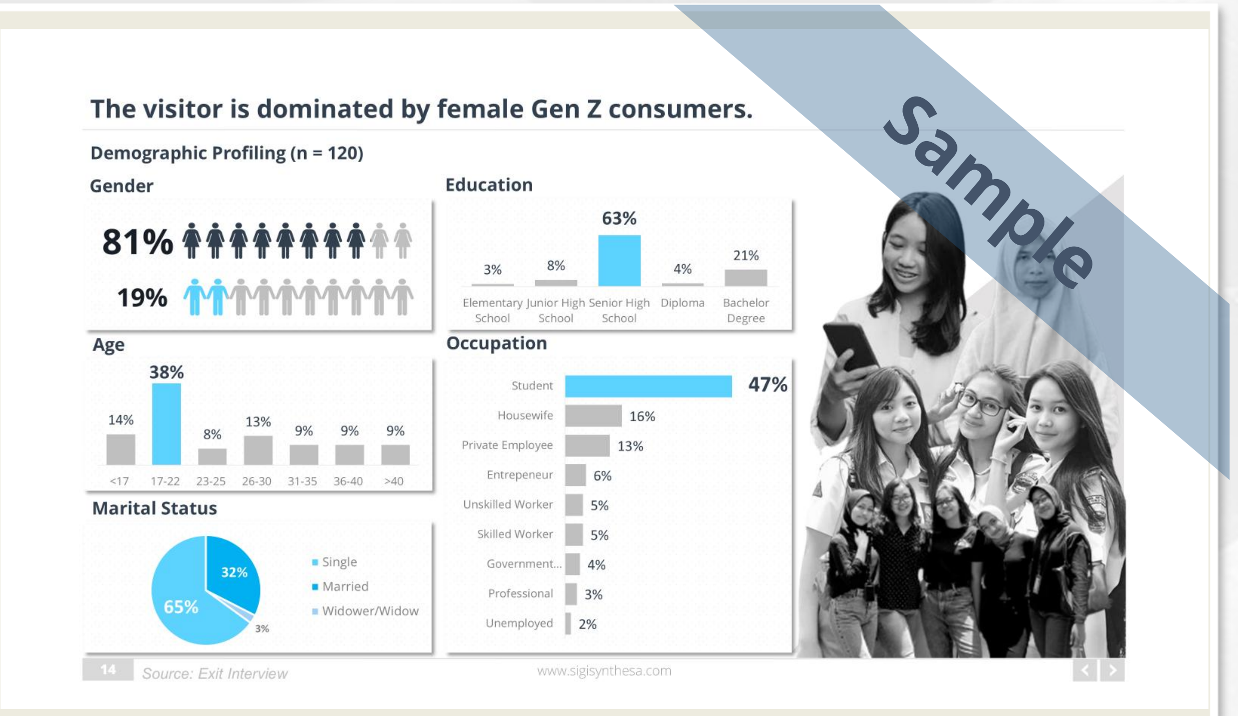
Our Objectives

- To understand on staff behavior
- To ensure staff compliance
- To evaluate staff
- To identify areas where employees excel and encourages more
- To identify areas that need improvement or training

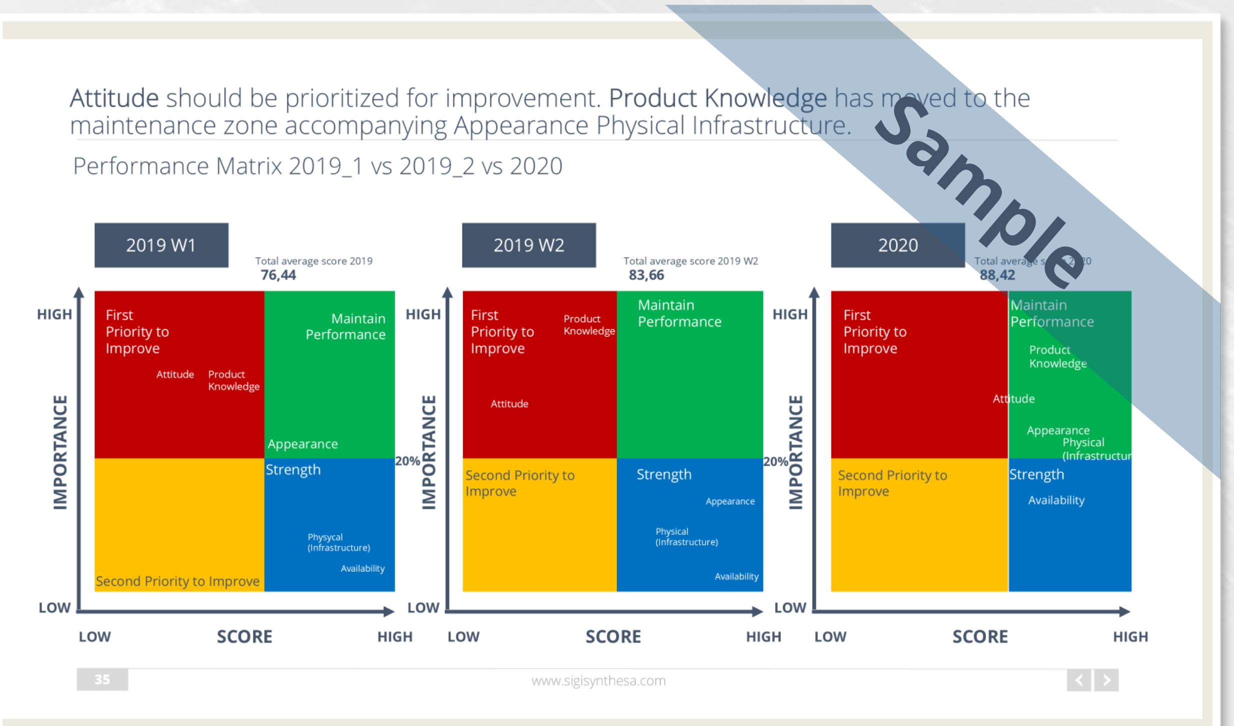
The Outcomes

- Identified areas for improvement: Pinpointed specific areas where staff training, product offerings, or processes need to be enhanced.
- Improved customer satisfaction: Higher ratings in areas such as friendliness of staff, cleanliness of rooms, and overall experience.

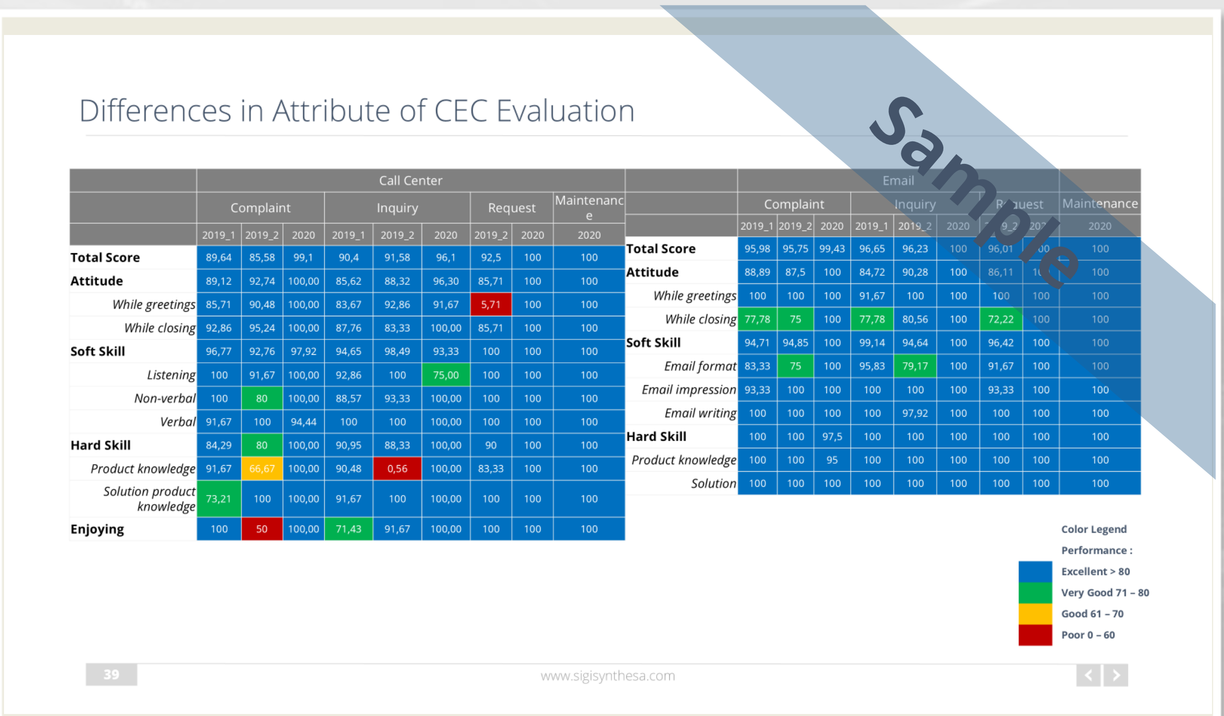
Example Deliverables



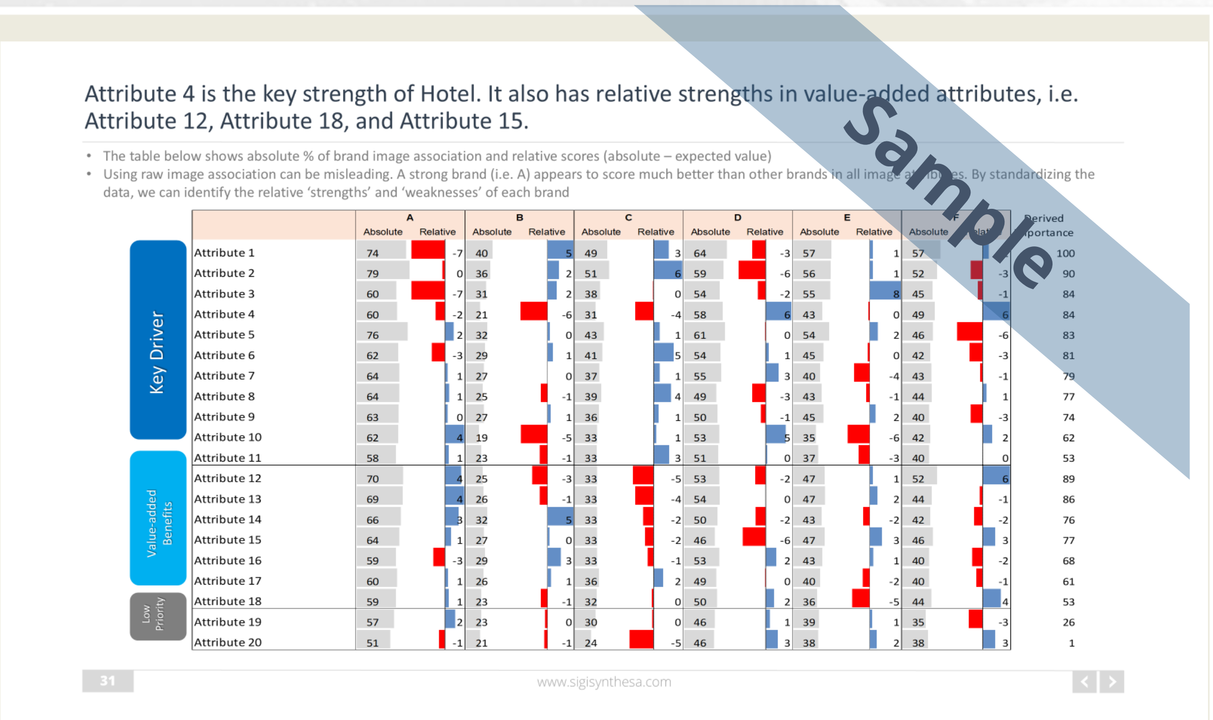
Demographic Profile



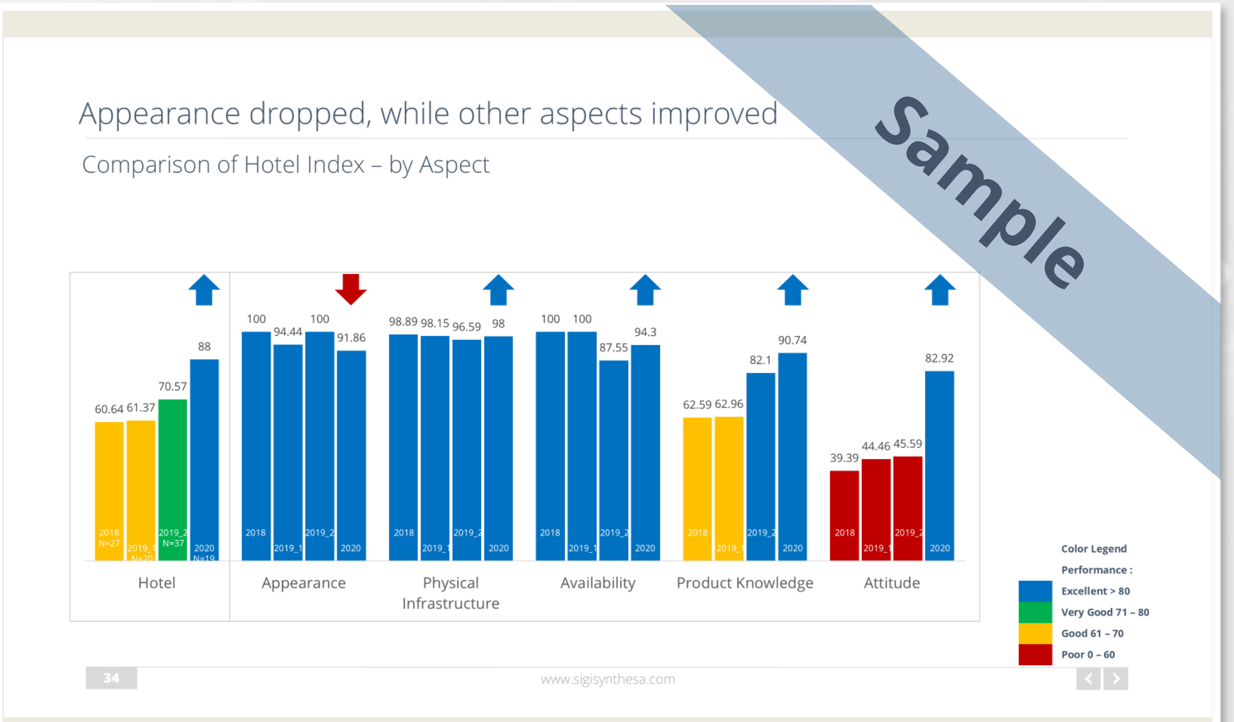
Performance Matrix



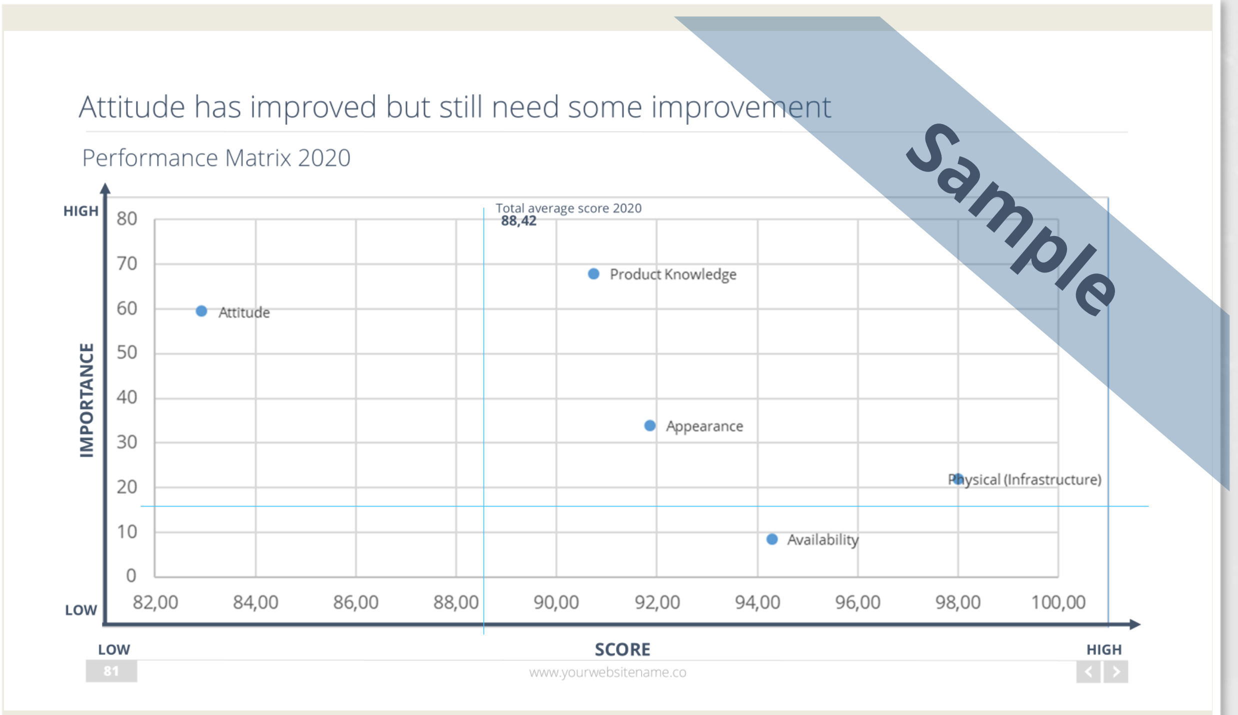
CEC Evaluation



Key Driver Analysis



Performance Index



Key Performance Indicator

Our
Dedicated Team

Dedicated Team

Senior
Consulting Experts

Andre Haris
Strategic Planner & Opinion Leader
20+ years of experience

Andre Farsandi
Managing Director
20+ years of experience

The
Researchers

Hafida Ilhami
Associate Research Manager
6+ years of experience

Thareq Ainun
Senior Research Executive
3+ years of experience

Fatimah Pandeputri
Research Executive
2+ years of experience

The
Operation Experts

Yusmianika
Field & Operational Manager
15+ years of experience

Aulia Putra
Data Processing Specialist
7+ years of experience

Meet Our
Senior Consulting Experts

Andre Haris
Strategic Planner & Opinion Leader

20+ years of experience in market research.
Graduate of Washington State University – Business Administration

Specialty:
Major Account Management & Multi-Industry Consumer Research

Andre Farsandi
Managing Director

20+ years of experience across market research, consumer insights, retail analytics, and business development, with leadership experience at NielsenIQ, YouGov, and leading organizations across Indonesia and Southeast Asia.

Specialty:
Retail Analytics, Market & Consumer Insights, In-Store Excellence, Assortment & Merchandising, Business Development & Commercial Strategy

Meet Our
Research Team

Hafida Ilhami

Ass. Research Manager

6+ years of experience in Qualitative market research. Graduate of University of Brawijaya – Bachelor of Sociology. Previously working as a researcher in Cimigo Indonesia & Kedance International.

Specialty:
Consumer Goods (F&B, beauty products), Automotive, Tourism, Insurance, Healthcare, Banking, Corporate, Photography, and Tobacco

Thareq Ainun

Senior Research Executive

3+ years of experience in market research. Graduate of Universitas Indonesia- Bachelor of Political Science. Previously working as a researcher in Kadence International & Katadata Insight Center

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Specialty:
Automotive, Fast Moving Consumer Goods (FMCG), Tobacco, Personal Care, Financial Services (Banking & Insurance) & Renewable Energy

Fatimah Pandeputri

Research Executive

2+ year of experience in market research. Graduate of University Teknologi Malaysia of Psychology with HRD. Previously working as a Consumer Insights Intern in Blibli.com.

Specialty:
E-commerce consumer research, Automotive market intelligence, Tobacco Retail Audit and Financial Services (Banking & Insurance)

Meet Our
Operational Experts

Yusmianika

Field & Operational Manager

15+ years of experience in market research.
Previously working in TNS, IPSOS & Kadence International

Specialty:
Operational, quality control, field management & recruitment

Aulia Putra

Data Processor Specialist

7+ years of experience in data processing.
Graduate of Bogor Agricultural Institution – Bachelor of Statistics.
Previously working in Indekstat Konsultan Indonesia & Strategi Lingkar Nusantara

Specialty:
Data Analysis, Survey Design, Data Processing, Political Research

Let's talk in 7 days

+62 811 155 8014

andre.farsandi@sigisynthesa.com

Thank You.

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