

**OPTIMIZING LEAD CONVERSION RATE THROUGH CONSUMER
BEHAVIOUR PRINCIPLES ANALYSIS: A CASE STUDY IN THE LANGUAGE
SERVICES PROVIDER**

**MEMAKSIMALKAN TINGKAT KONVERSI PROSPEK MELALUI ANALISIS
PRINSIP PERILAKU KONSUMEN: STUDI KASUS PADA PENYEDIA
LAYANAN BAHASA**

Dicky Priyana

Institut Teknologi Bandung
dickypriyana@gmail.com

ABSTRACT

The translation business continues to grow globally. However, for translation agencies, client conversion is often hindered by poor marketing and sales efforts. Mediamaz also experienced this challenge. Throughout 2024, Mediamaz had a very low average conversion rate of 23%. It was due to poor sales and marketing coordination, as well as poor follow-up procedures. Another cause was the absence of a CRM system. To improve prospect conversion, this study used consumer behavior analysis and the AARRR paradigm. Researchers employed a Likert scale to measure customer perceptions and utilized NVivo axial and thematic techniques to categorize qualitative survey data and prospective client information. To determine the variables that strengthen and hinder purchasing, the researchers employed Operant Conditioning and the Theory of Trying. The results show that the Activation (MOFU) stage had the most significant drop-off, mainly as a consequence of a lack of behavioural reinforcement signals, such as follow-ups or promises of results. Internally, the heavy manual burden and lack of an incentive system reduce sales performance. To improve conversion performance and sales efficiency, the research suggests using a behavior-based CRM system and a behavioral lead scoring model.

Keywords: Behavioral Economics, AARRR Framework, Operant Conditioning, Theory of Trying, Lead Conversion, CRM, Sales Optimization, Mediamaz

ABSTRAK

Bisnis terjemahan terus berkembang secara global. Namun, bagi agen terjemahan, konversi klien sering terhambat oleh upaya pemasaran dan penjualan yang kurang efektif. Mediamaz juga menghadapi tantangan ini. Selama tahun 2024, Mediamaz memiliki tingkat konversi rata-rata yang sangat rendah, yaitu 23%. Hal ini disebabkan oleh koordinasi pemasaran dan penjualan yang buruk, serta prosedur tindak lanjut yang kurang memadai. Penyebab lain adalah ketidakhadiran sistem CRM. Untuk meningkatkan konversi prospek, studi ini menggunakan analisis perilaku konsumen dan paradigma AARRR. Para peneliti menggunakan skala Likert untuk mengukur persepsi pelanggan dan memanfaatkan teknik axial dan tematik NVivo untuk mengkategorikan data survei kualitatif dan informasi calon klien. Untuk menentukan variabel yang memperkuat dan menghambat pembelian, para peneliti menggunakan Kondisi Operan dan Teori Mencoba. Hasil menunjukkan bahwa tahap Aktivasi (MOFU) mengalami penurunan paling signifikan, terutama akibat kurangnya sinyal penguatan perilaku, seperti tindak lanjut atau janji hasil. Secara internal, beban manual yang berat dan kurangnya sistem insentif mengurangi kinerja penjualan. Untuk meningkatkan kinerja konversi dan efisiensi penjualan, penelitian menyarankan penggunaan sistem CRM berbasis perilaku dan model penilaian prospek berbasis perilaku.

Kata Kunci: Ekonomi Perilaku, Kerangka Kerja AARRR, Pengkondisian Operan, Teori Percobaan, Konversi Prospek, CRM, Optimasi Penjualan, Mediamaz

INTRODUCTION

With programmes like Making Indonesia 4.0, Indonesia has positioned the digital economy as a significant force behind the country's development, to become a preeminent digital economy by 2030. Innovation,

technological integration, and the growth of digital infrastructure have accelerated Indonesia's online business ecosystem to the point where it now surpasses that of the majority of Southeast Asian nations. The digital services industry is still growing

quickly because of the use of cloud computing, digital platforms, and corporate software.

The Language Service Provider (LSP) market is a sector that includes AI-based language services, localization, and translation. It presents an opportunity for Mediamaz. In fact, Mediamaz has a strong market position. However, Mediamaz also has weaknesses. Its weaknesses are evident in its sales efficiency. In 2024, Mediamaz had an average conversion rate of between 23% and 26%.

The quality of prospects at Mediamaz is strong, as seen from internal analysis. However, conversions fail due to weak systemic procedures. Sales funnel management can be disrupted if there is no structured sales process, inconsistent prospect management protocols, and reliance on ad hoc negotiation tactics.

The purpose of this research is to address various issues at Mediamaz by applying the AARRR metrics framework, behavioral marketing theory, and consumer psychology. The focus of the methodology applied in this research is the psychological determinants of conversion and the identification of behavioral barriers.

1. Theory of Trying

The Effort Theory was proposed by Warshaw and Bagozzi (1990). In this theory, consumer behavior is defined as the intention to buy and the effort required to make a purchase. Often, consumers' ability to carry out desired behavior can be hampered by internal and external constraints. "Effort to act" is the core concept of this model. Individual values influence motivation, expectations of success, and specific attitudes toward the effort. This framework is well-suited for analyzing various behavioral factors in purchasing.

Thus, the full purchase effort and the failure of the attempted action can occur due to situational or personal barriers.

1. Operant Conditioning Theory

B.F. Skinner's Operant Conditioning Theory holds the fundamental principle that the frequency of a behavior's repetition can be shaped through consistency. According to this theory, there are two types of techniques: those that reinforce behavior through positive reinforcement and those that reinforce it by eliminating negative reinforcement. This principle is important to apply in order to develop consumer loyalty. The basic mechanism is to provide incentives.

2. TOFU-BOFU-MOFU Analysis

By using the TOFU, MOFU, and BOFU models, the consumer journey can be mapped systematically. These models can help illustrate the influence of emotional and behavioral factors on the final purchase outcome. Initially, this framework was created for digital marketing applications. However, today, this framework also has significant value in the service sector, particularly in the language services industry.

- TOFU marketing aims to increase brand awareness. Other objectives include attracting consumer interest and attracting new potential clients. To achieve these objectives, various strategies are implemented, including creating educational content, engaging on social media, and optimizing for SEO.
- The review and discussion period, where prospects show interest but obstacles remain, occurs in the MOFU stage. To keep them engaged and growing their interest, branding, retargeting, and social proof need to be provided.

- The goal of the BOFU stage is to encourage final purchase actions. At this stage, companies will communicate effectively with their targets, create engaging sales materials, and follow up diligently. Then, in the Engage stage, emphasis is placed on advocacy and retention. Through personalized contact and service, long-term customer loyalty promotions are a key component of this phase. With this methodical strategy, companies like Mediamaz may improve conversion rates by coordinating content and behavioral tactics across the whole sales funnel.

3. AARRR Pirate Metric Analysis

A growth paradigm for assessing user behavior throughout the customer journey is described by Dave McClure's (2007) AARRR (Acquisition, Activation, Retention, Referral, Revenue) model. In order to achieve long-term development for the company, it is focused on improving every step of the sales funnel (Chen, 2017).

- Acquisition is the process of bringing in new consumers using inbound marketing tactics, including search engine optimization, social media, and content promotion (Chaubey, 2019).
- To ensure early engagement and a solid first experience, which in turn converts visitors into active users, is known as activation (Ellis & Brown, 2017).
- The goal of retention should be to keep users loyal and decrease churn, as it is more lucrative to have returning customers than to acquire new ones (Ellis & Brown, 2017).
- To generate low-cost, high-trust growth, referral marketing focuses on getting happy customers to talk about the product (Broos, 2016).

- According to Ellis & Brown (2017), organizations maximize client lifetime value by sustained engagement and upselling throughout the monetization phase, which is represented by revenue.

By examining these five measures, firms may systematically uncover bottlenecks, enhance conversion rates, and boost long-term profitability.

RESEARCH METHODS

Research Design

This research aims to provide practical techniques to improve sales lead conversion and overall sales performance at PT Mediamaz Solusindo Nusantara. Additionally, it tries to analyze the behavioral and reinforcing elements that impact customers' choices to interact with or acquire the company's services.

Data Collection Method

This study uses primary and secondary data to gain a comprehensive understanding. Questionnaires were used to collect primary data. The questionnaires were distributed to Mediamaz clients and non-users via Google Forms. The survey was designed to collect information about consumer choices and experiences. The questionnaire contained open-ended questions and used a Likert scale. In this study, secondary data were obtained from the company's internal records. From 2023 to 2024, this data included various digital marketing metrics. For example, data from SEO reports, Meta Ads, Google Ads, and specific online purchase records. In addition, the data were supplemented by government publications and scholarly literature (Bougie & Sekaran, 2016).

For this investigation, the type of sampling that was used was known as Total Population Sampling (TPS). It

was because the entire population met the study's inclusion criteria. The population that was included in this study comprised all of the visitors and users of Mediamaz's official website.

For the purpose of ensuring that a varied range of respondents were represented, the company's sales and marketing departments provided assistance for the data gathering process by means of internet and social media dissemination.

Data Analysis Method

Data analysis in this study combined qualitative and quantitative approaches. A qualitative analysis of the data collected via the questionnaire was performed with the help of NVivo 12 Plus, which allowed theme and axial coding in order to detect patterns of behavior and client impressions. As part of the procedure, transcription, data visualization, and coding (the generation of nodes) were all performed. Based on the framework of the Theory of Trying, the purpose of the study was to analyze the efficacy of sales reinforcement tactics, customer contacts, and behavioral elements that influence conversion.

Campaign success and online exposure during the awareness stage were measured using digital marketing metrics, including SEO, Meta Ads, and Google Ads data. The AARRR framework was then employed to track user activity and evaluate conversion success across the entire funnel (Acquisition, Activation, Retention, Revenue, Referral). According to the model presented by McClure (2007) and Zhang (2021), the approach was carried out appropriately.

RESULTS AND DISCUSSIONS

Analysis

The purpose of this study is to analyze the internal performance of the business and the behavior of its consumers. This analysis is comprised of data from digital marketing, sales reports, and surveys about client impressions. NVivo thematic analysis was employed to analyze qualitative data, identifying significant factors that affect conversion rates at each phase of the funnel and examining how internal marketing operations influence customer behavior. It was done to determine the impact of these characteristics on conversion rates.

1. Funnel Performance Analysis (TOFU–MOFU–BOFU)

For this study, the TOFU–MOFU–BOFU framework is employed to analyze the performance of Mediamaz's digital marketing funnel. The Theory of Trying and Operant Conditioning is included in the analysis in order to explain user behavior across the various phases.

a. Top of Funnel (TOFU) – Awareness and Initial Intention

Google Ads, Organic Search, and Google Business Profile (GBP) are the channels via which prospective clients learn about Mediamaz during the TOFU stage. In spite of the fact that 1.8 million ad impressions, 178,851 clicks, and 21,456 initial visits were registered, only 7.76% of consumers moved on to the subsequent stage, resulting in a drop-off rate of 92.23%. Even if the majority of people left, this is in line with the objective of TOFU, which is to increase awareness and interest. A click-through rate of 9.9% and an annual user growth rate of 71.6% demonstrate significant acquisition via paid and organic techniques. In terms of behavior, digital advertisements serve as discriminative cues that cause trial

intention to be triggered; however, the absence of consistent reinforcement (such as a prompt response or transparent pricing) limits further advancement.

b. Middle of Funnel (MOFU) – Consideration and Reinforcement

Active assessments are carried out by users during MOFU via the use of WhatsApp conversations, physical visits or phone calls, and consultations. While the number of engagements in GBP climbed from 327 to 478, the number of leads on WhatsApp increased from 16,426 to 20,305 during the years 2023 and 2024. The conversion rate from TOFU to MOFU achieved 10.27% (WhatsApp) and 6.27% (GBP), which indicates that engagement is rising despite high drop-off rates (around 90%). This stage, which is characterized by an actional purpose and occurs while users are exploring and looking for validation, is reflected in the Theory of Trying. Based on the theory of operant conditioning, it is possible to turn exploratory intent into committed purchasing behavior via the use of rapid responses and trust-based reward.

c. Bottom of Funnel (BOFU) – Conversion and Commitment

Users can go from intent to action at BOFU. There were 17,741 leads that were processed, and 4,438 of them turned into customers, which indicates that one out of every four inquiries resulted in a verified purchase. This result demonstrates an excellent conversion efficiency in comparison to the averages of the industry, despite the fact that 75% has fallen. Because Mediamaz's service is low-frequency but high-trust, it naturally generates infrequent transactions that are of significant value. It is shown by retention data, which shows that DAU

is 3.1% and MAU is 18.7%. In accordance with the principles of Operant Conditioning, the promotion of client decision-making and loyalty via the use of reinforcement in the form of credibility, prompt replies, and high-quality service.

In general, the funnel that Mediamaz uses has impressive levels of conversion success, moderate levels of engagement, and good awareness building. The most significant behavioral obstacles arise between the stages of awareness and contemplation, usually as a result of inadequate reinforcement and delayed follow-up. MOFU strengthening, which includes automated follow-ups, improving trust signals, and optimizing user experience, should be the primary emphasis of strategic changes in order to maintain motivation and maximize final conversions.

2. Sales Team Performance

One of the most important factors in determining whether or not digital leads are converted into paying clients is the effectiveness of Mediamaz's sales force. Despite the fact that digital marketing channels were able to effectively produce a significant number of leads via sponsored and organic search, communication sometimes halted at the first WhatsApp inquiry stage owing to the lack of automation and CRM connection. The sales team, which consists of five personnel with a variety of experiences, handles all leads personally, beginning with the first contact and continuing until the transaction is handed over.

a. Workflow and Integration Issues

Despite being under the supervision of the Board of Directors, the Sales and Digital Marketing divisions do not integrate their

operations. Every lead that comes from digital sources is sent to WhatsApp, where salespeople reply manually without any organized segmentation or prioritization. As a consequence of this reactive workflow, lead distribution is not uniform, and there is a significant dependence on the speed and initiative of each person.

b. Funnel-Stage Internal Activities

The average number of monthly incoming leads was 1,692, with about 406 of them being effectively converted and 76% remaining unconverted (Table IV.8). Although 53% of the potential customers exhibited interest in the product or service, they did not go through with the transaction. 18% of the customers just made initial pleasantries. According to Table IV.9, the average initial response time varied from 12 to 45 minutes, and the frequency of follow-up was only 0 to 1 per customer. As a result, sixty to seventy percent of talks ended before negotiation started. The shift from trial to buy is made more difficult by the lack of reinforcement, as stated by Operant Conditioning. Examples of reinforcement include reminders, rewards, and CRM prompts. In a similar vein, the Theory of Trying emphasizes that the willingness of customers to try something does not transition into actual purchase behavior because there is a lack of internal support and consistent follow-up with customers.

c. Sales Productivity and Motivation

Every single salesperson was responsible for a monthly average of 338 leads, which resulted in a conversion rate of 23% and a sales goal achievement rate of 79%. Depending on the month and the person, performance varied, with some individuals surpassing their aims (for example,

Hendro, Eka, and Eliyah in August–October), while others failed to meet their goals owing to uneven reinforcement. In the BOFU stage, both motivation and performance decreased when there was an increase in the amount of work to be done, and there were no incentives. According to the Organizational Reinforcement Loop Analysis, the absence of CRM reminders, feedback, and recognition led to behavioral extinction. It is a phenomenon in which productive actions deteriorate over time while having a high starting motivation.

When viewed as a whole, the sales activities of Mediamaz exhibit a high potential for incoming traffic but an inadequate set of behavioral reinforcement mechanisms. Manual procedures, delayed answers, and the lack of organized motivator systems are the primary causes of conversion bottlenecks, which particularly manifest themselves during the move from MOFU to BOFU. Maintaining engagement and increasing closing rates would be possible with the use of the principles of operant conditioning, which include positive reinforcement, constant feedback, and CRM automation. At the same time, a more exact coordination with the digital marketing team has the potential to increase the continuity of the funnel as well as the overall efficiency of the sales process.

3. Customer Behaviour Analysis

One important factor in turning digital leads into paying customers is the effectiveness of the Mediamaz sales force. Because of poor coordination, a lack of automation, and insufficient reinforcement mechanisms, conversion rates are still low even with the robust lead creation from SEO, Meta Ads, and Google Ads. Sales performance at each

stage of the funnel is explained in the analysis below.

a. Acquisition Stage

At Mediamaz, all lead creation comes from inbound channels, including SEO, sponsored search, and social media. Only 24% of the 1,692 leads that were generated each month on average were turned into clients. Using WhatsApp, the sales team manually managed these prospects, giving priority to response time over segmentation or prioritization. A significant percentage of prospects (76%), who were not converted, resulted from this reactive system's unequal lead distribution and lost chances for retargeting or re-engagement.

b. Activation Stage

At Mediamaz, all lead creation comes from inbound channels, including SEO, sponsored search, and social media. Only 24% of the 1,692 leads that were produced each month on average were turned into clients.

Before engaging in pricing negotiations, a significant number of prospects ended contact at the activation or engagement stage. Operational data revealed poor follow-up frequency (mostly just once) and inconsistent response times (12–45 minutes), resulting in 60–70% of customer interactions being terminated early. This weak performance indicates a clear deficit in positive behavioral reinforcement. According to Skinner's Operant Conditioning (1953), the absence of incentives (such as bonuses or guarantees) at Mediamaz meant customer engagement remained neutral or declined. Consequently, customers failed to convert their intent into action, a challenge explained by the Theory of Trying (Bagozzi & Warshaw, 1990).

c. Retention and Revenue Stage (BOFU)

Performance at the final stages of the sales funnel was highly inconsistent, largely dependent on the individual initiative of the salesperson. On average, each agent managed 338 prospects monthly and achieved a 23% conversion rate, meeting 79% of their targets. However, the absence of structured reinforcement—including CRM reminders, formal recognition, or financial incentives—led to behavioral extinction, which resulted in a noticeable decline in both motivation and conversion rates between July and September. The lack of an integrated feedback system further limited the sustainability of performance. Without appropriate stimuli or feedback to support ideal behaviors, sales persistence weakened, leading to inconsistent outcomes.

4. Consumer Decision Making Journey

The subsequent analysis examines the behavioral trajectory of consumers within Mediamaz's digital sales funnel. This methodology involves triangulating quantitative AARRR metrics with the stage-based insights of the TOFU–MOFU–BOFU framework, complemented by qualitative data analyzed through NVivo. The resulting findings explicitly identify the primary points of behavioral attrition and the specific deficiencies in reinforcement mechanisms that collectively impact conversion performance.

Tabel 1. Metric Analytics for AARRR

Category	User Action	Conversion (%)	Estimated Value (Rp)
Acquisition	178.851	7,76%	9,015,167,670
Activation	18.769	10,27%	1,252,493,615
Revenue	4438	25,02%	722,697,300
Retention	1002	22,5%	146,792,250
Referral	1921	43,28%	541,476,200

Source: Author

While the Acquisition stage demonstrates enormous potential, attracting 178,851 users and representing a potential value of Rp 9.01 billion, the initial conversion rate is a mere 7.76%. It indicates that high visibility is failing to drive meaningful engagement. This failure persists into the Activation stage, where the conversion rate is 10.27% (approximately Rp 1.25 billion). However, the majority of users fail to progress further due to a lack of continuous reinforcement (such as reminders or targeted follow-ups)—a situation consistent with the Theory of Trying, which addresses the gap between intention and action.

In the Revenue stage, the conversion rate reaches 25.02% (Rp 722 million), but actual purchases are stifled by slow response times and insufficient motivational certainty. According to Operant Conditioning Theory, the absence of consistent reinforcing cues (like rewards or emotional guarantees) undermines behavioral persistence. While Retention is weak at 22.5% due to minimal post-purchase loyalty efforts, the Referral stage performs exceptionally well with a 43.28% conversion rate, underscoring the vital role of social trust.

Overall, the AARRR investigation concludes that user intent is robust, but reinforcement mechanisms are critically weak across the entire funnel. High drop-off figures (e.g., 93.73% at Activation) are evidence of persistent behavioral barriers. To overcome this, it is necessary to implement systematic follow-up procedures, offer incentives, and improve the CRM system.

5. Segmentation, Targeting and Positioning Analysis

The STP methodology is employed by Mediamaz as a

mechanism to integrate marketing efforts with verifiable consumer behavior. The firm establishes two distinct STP profiles: the formal STP, which is based on corporate documentation and digital strategy (including website content and SEO), and the behavioral STP, which is quantitatively and qualitatively derived from internal records, AARRR data, and NVivo insights. The primary function of this analysis is to examine the variance between the predetermined market positioning and the company's actual interactions with its audience, thereby illuminating how well consumer perception and digital execution align with the strategic objectives.

a. Segmentation

The market segmentation utilized by Mediamaz is comprehensive, covering demographic, psychographic, geographical, and behavioral dimensions. Historically, as defined by its public-facing materials (website and marketing), the company aimed to be a B2B provider, focusing its efforts on middle-to-high-income, educated professionals (aged 25–45) in metropolitan centers such as Jakarta. Crucially, a closer examination of internal data and thematic findings from NVivo suggests that the company's actual audience profile deviates significantly from this strategic intent.

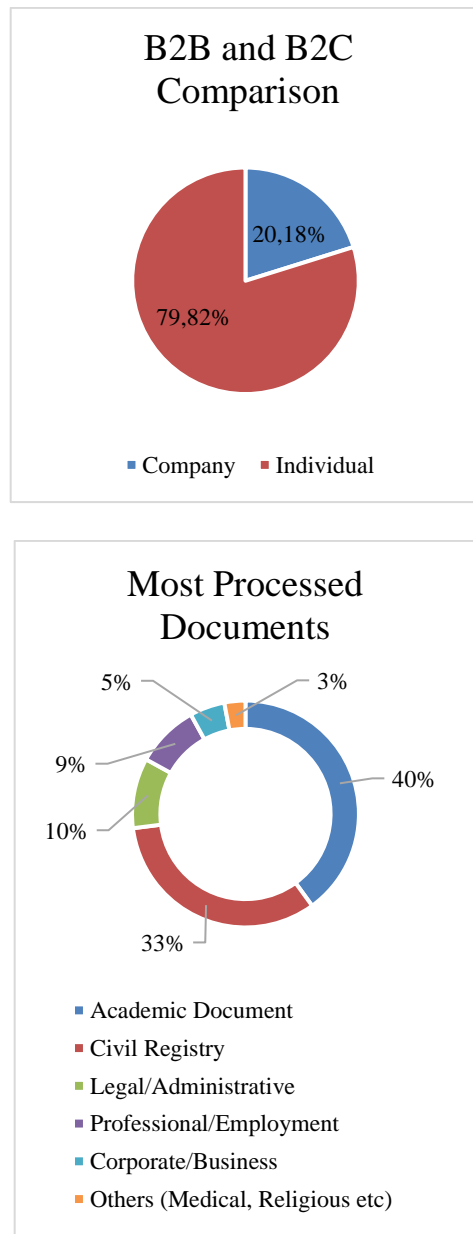


Figure 1. Data Internal Analysis of Consumer Segmentation

Source: Internal Data

As shown in Figure 1, internal transaction figures indicate that business-to-business (B2B) transactions account for only 20.18 percent of all transactions, while business-to-consumer (B2C) transactions comprise 79.82 percent. Students and young professionals (between the ages of 18 and 34) who need translations of academic and civil papers (such as birth certificates, diplomas, and legal documents) for study or immigration

make up the bulk of Mediamaz's clientele, according to this research.

Despite the company's best efforts to present itself as an authority in its field, psychological studies conducted by NVivo reveal that consumers prioritize ease, quickness, and trustworthiness. Popular themes were the words "sworn," "fast," and "trust," all of which convey the importance of providing customers with services that are reliable, quick, and backed by legal guarantees.

Google Analytics data shows that over 80% of Mediamaz visitors access the site using mobile devices, that the majority of visitors engage with the site throughout the evening, and that most visitors are risk-averse and seek information before making a purchase.

Most transactions that occur on Mediamaz are small and only happen once. It shows that specific goals and short-term needs primarily drive Mediamaz's digital customers. The company's operational market has shifted from B2B to B2C unintentionally. Therefore, Mediamaz must immediately meet B2C demand. It includes taking advantage of limited-time offers, providing first-time purchase incentives, and implementing automated follow-up processes. Additionally, the company must maintain transparency and trust. According to Operant Conditioning Theory, it is crucial to enhance conversion and retention rates by incorporating aspects such as emotional comfort, simplicity of use, and rapid feedback for young, goal-oriented clients.

b. Targeting

To assess how well Mediamaz's strategy aligns with real consumer behavior, a targeting analysis was conducted. Three main market segments

were the focus of the company's initial targeting strategy: (1) professionals and students seeking scholarships or study abroad; (2) working professionals and expatriates in need of legalization or visa services; and (3) institutional and corporate clients in need of financial, legal, or commercial translations.

Internal and funnel figures, however, indicate that individual customers account for approximately 80% of all transactions, particularly in the areas of study abroad (28%) and visa applications (41%). Corporate clients provide significantly higher transaction values and more stable long-term profitability, but account for only 20% of the total.

The Customer Lifetime Value (CLV) of corporate clients is Rp 4,680,000, much larger than that of individual clients (Rp 243,750). Most transactions come from individual clients. However, they tend to make one-time purchases. Additionally, high turnover rates ultimately reduce their lifetime value.

Acquiring corporate clients requires a greater financial investment than acquiring individual clients. The CAC for corporate clients is 165,000 rupiah. Meanwhile, the CAC for individual clients is 110,000 rupiah. It is due to complex negotiations and relationship management. These additional costs are accompanied by the observation that corporate clients are showing an increasing trend toward simplicity.

Table 2. Comparison of CLV, CAC, and CLV:CAC Ratio

Segment	CLV (Rp)	CAC (Rp)	CLV:CAC Ratio
Individual Clients	243,750	110,000	2.22 : 1
Corporate Clients	4,680,000	165,000	28.36 : 1

Source: Author

The CLV and CAC ratios provide strategic insights. Corporate clients have a CLV:CAC ratio of 28.36:1, indicating that they generate a higher return than individual clients, who have a ratio of 2.22:1. This justifies the higher strategic sustainability of B2B market penetration compared to B2C acquisition.

Consistently, Mediamaz's marketing activities target segments in Surabaya, Bandung, and Jakarta. Strategic intentions and successful results are not aligned, as seen in the profit data. Overconcentration on the B2C segment can lead to increased traffic. However, revenue generation can be reduced due to temporary and price-sensitive purchasing patterns.

To achieve profit, Mediamaz must maintain its B2C presence and reallocate resources to B2B targeting. Mediamaz needs to manage corporate relationships, implement targeted retention efforts, and enhance its marketing strategy. The Operant Condition Model supports these strategies. It requires systematic reinforcement through continuous engagement, appropriate support, and loyalty programs.

c. Positioning

Currently, Mediamaz is facing a market turning point. It can be seen from its competitive landscape. Currently, its positioning strategy, which focuses on licensing, cost efficiency, and accessibility, positions Mediamaz in the intermediate zone. The company differs from premium international translation service providers and low-cost, high-volume individual services.

In Greater Jakarta, the B2C segment is very crowded and fragmented. It can be seen from SEO and Google Maps. In this area,

competitors include META Translation. This translation service provider prioritizes speed and offers low-cost services. Mediamaz has several branches and holds various SEO certifications. It is an advantage for the company. In the early stages of the funnel, differentiation is difficult due to the constant emphasis on price in digital marketing.

The perceived quality variation remains inadequate, and the market is highly competitive. Therefore, Mediamaz must shift its focus to the mid-premium segment. The balance between affordability and quality must also be prioritized. To transition from a B2C to a B2B business model, the company must obtain government support, establish partnerships, and utilize ISO certification. It is done to build a professional market image and brand trust.

Business Solution

Across Mediamaz's entire digital funnel, this study proposes an action plan to increase conversions rapidly. It is based on combined behavioral data and AARRR funnel analysis. To encourage individual clients to make repeat purchases, Mediamaz must utilize both positive and negative incentives. Examples of positive incentives include feedback and trust. Examples of negative incentives include reducing customer friction. These incentives must be communicated consistently to build loyalty. Incentives must also be aligned with brand behavior and the customer's purchasing journey.

1. Behavioral Lead Scoring Model in CRM

To optimize sales and conversion performance, Mediamaz must implement a behavior-based prospect

scoring model integrated with its CRM system. By combining insights from Trying Theory and Operant Conditioning, this framework evaluates conversion readiness.

Based on their internal drive and external response to reinforcement signals, products can be grouped into 2 to 8 categories. The higher the number, the higher the potential. "Effort" behavior will be embedded if there are prospects with high potential and optimal alignment. Individuals with low scores require a basic strategy centered on early awareness and detection.

The scoring levels for targeted strategies are Hot Leads (7-8), Warm Leads (5-6), Cold Leads (3-4), and Non-Potential Leads (2). Hot Leads require positive reinforcement, such as loyalty rewards. Warm Leads need encouragement, such as special offers and social proof. Cold Leads benefit from educational content. Meanwhile, Non-Potential Leads are redirected to general awareness efforts.

Based on interaction speed and frequency, the application of this model includes an automated CRM dashboard that adjusts prospect scores. Its application aligns with the principles of Operant Conditioning through a continuous feedback cycle. With this measurable and behavior-oriented approach, sales teams can prioritize and optimize resource efficiency, as well as improve conversion effectiveness.

2. AARRR Funnel Conversion Improvement

Throughout the AARRR funnel, strategies to increase conversion are developed based on practical principles. Applicable strategies include providing incentives, understanding user behavior, and reducing cognitive load. Each stage aims to ensure an exceptional

experience, build customer trust, and reinforce positive behavior.

a. Initial Intent

Development/Acquisition or TOFU

Factors that influence a person's purchase intent are transparent information, perceived credibility, and social proof. Visibility can be maximized through digital channel optimization and corporate profiles. Structured legal associations and video testimonials can build trust. Initial engagement can be stimulated through automated conversations and free consultations.

b. First Contact and

Activation/Consultation or MOFU

The customer experience will be smooth if companies focus on increasing user participation, designing interactions, and reducing cognitive load. Efficient consultations and transparently disclosed costs will eliminate ambiguity. Providing feedback and empathetic responses will strengthen trust. By providing clear progress updates, sustained motivation can be achieved.

c. Revenue per Transaction and Conversion or BOFU

Successful conversion relies on post-purchase reinforcement and the minimization of friction. Immediate confirmations, loyalty rewards, and automated checkout mechanisms guarantee contentment and repetitive actions. The application of customer appreciation combined with progress monitoring can strengthen emotional engagement. It also increases the likelihood of repeat transactions.

d. Loyalty and Habitualization or Retention

Continuous feedback is used to keep users engaged and motivated. It also helps reduce the risk of cognitive decline. To encourage people to repeat the same actions, statuses such as "Fast Translation" and "Priority Client" serve as metaphorical rewards.

e. Referral and Social Proof or Advocacy

Social learning and vicarious reinforcement are the focal points of the last stage. Social proof may be gained via testimonials and hashtags like #MediamazHelpedMe, and referral schemes can be used to reward clients for advocating for the company. The brand's social proof is bolstered, and advocacy channels are expanded via institutional collaborations with educational and legal bodies.

3. Implementation Plan & Justification

a. Building a System for Ranking

Mediamaz should integrate behavioral analytics with sales administration to create an Integrated Prospect Rating System that optimizes lead prioritizing and conversion. Based on demographic and behavioral reinforcement factors culled from CRM data and NVivo analysis, this system assesses the potential of leads.

Designing the Behavioral Scorecard framework, setting up the CRM, testing the prototype, integrating the system, and training employees are all parts of the three-month implementation plan. With the final release, sales teams will be able to understand lead scores and use them to implement conversion-ready, focused follow-up plans.

b. AARRR Funnel Improvement

At each level of the AARRR funnel, we undertake reinforcement

assessment and process analysis using NVivo. It allows us to develop the funnel continuously. To strengthen the reinforcement loop, companies can make improvements by utilizing automated feedback, incentive systems, and adaptive communication strategies.

Their commitment is based on data and responsive to behavioral insights, ensuring the integrity of these programs. In line with evolving metrics, regular and continuous assessments can be carried out. It ensures smooth operations and continuous improvement in conversion rates.

CONCLUSION AND SUGGESTION

Conclusion

Behavioral insights must be integrated with quantitative analysis to enhance conversion throughout the digital funnel. It is done so that psychological friction and points of rejection can be identified. Acquisition and Activation have striking differences that signify key challenges, namely customer hesitation during the consultative and transactional stages.

In behavioral research, NVivo was used to demonstrate a positive correlation between customer trust and price transparency, brand certification, clarity of information, and responsiveness. Due to unclear and delayed responses, conversion rates decline. To bridge the gap between intention and behavioral performance, reinforcement mechanisms are needed, including guarantees, incentives, and timely feedback.

This study provides recommendations, including the implementation of a Consumer Behavior Scorecard and a Prospect Rating System. Human interaction must be prioritized, trust must be built, and relationship quality must be improved

automatically to achieve sustainable customer advocacy.

Suggestion

The study's results outline several strategies that Mediamaz can implement. These strategies aim to increase conversion rates and marketing efficiency. They focus on direct decision-making between behavioral analytics and CRM platforms, facilitating more integrated data sharing, and efforts to strengthen reinforcement strategies. The following recommendations are presented in this study.

1. For an objective evaluation of customer readiness and cognitive behavior, synchronization between the Prospect Assessment System and CRM is necessary on this site. To ensure a continuous reinforcement cycle and reduce sales bias, automation is also necessary.
2. To improve each stage of AARRR, Mediamaz must apply a holistic and integrated approach. Assessment must go beyond simple conversion rates. It encompasses communication speed, perceived value, emotional security, clarity, and the effectiveness of reinforcement. Due to the optimal behavioral response at this stage, the Activation Stage is a critical point for investment.
3. Management decisions must be based on behavioral assessment data. To prioritize channels, identify effective incentives, and adjust communications, it is essential to understand reinforcement patterns. To keep pace with dynamic consumer behavior, strategies should be evaluated at least twice a year.
4. A dedicated behavioral data ecosystem that integrates CRM analytics, feedback, and assessment needs to be built. Real-time

monitoring of client interactions will provide the insights that companies need to drive informed decision-making. Mediamaz can use this information to encourage positive behavior and predict the likelihood of conversion.

Through cooperation between the Marketing, Information Technology, and Sales departments, a sustainable and data-driven decision-making structure can be achieved.

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