

ABSTRACT

This study examines the role of digital marketing in supporting the consultative selling process of Neucentrix B2B data center services within the wholesale ISP customer segment. The research departs from two primary phenomena : the growing prevalence of self-directed buyer journey behavior, and the complexity of multi-stakeholder purchasing decisions within the wholesale ISP segment characterized by high technical and business requirements.

This study employed a qualitative approach with a single case study design. Primary data were collected through semi-structured in-depth interviews with eight informants representing four groups : Account Managers, Engineer Support, digital marketing managers, and both active customers and prospective customers within the wholesale ISP segment. Secondary data were obtained through comparative observation of Neucentrix's digital channels against two data center providers in Central Java and the Special Region of Yogyakarta. Data analysis followed an inductive thematic approach with source and method triangulation.

The study yields four principal findings. First, Neucentrix's digital marketing functions as an entry point and validation layer in shaping customers' initial perceptions; however, its contribution is confined to the awareness stage due to systemic content gaps, while initial customer identification is more predominantly driven by the APJII community. Second, consultative selling facilitates complex purchasing decisions through three mutually reinforcing mechanisms: a problem-first approach grounded in SPIN Selling, adaptation to multi-stakeholder dynamics, and AM–Engineer Support–customer synergy as a decision accelerator. Third, field findings reveal an unanticipated dimension whereby customers perceive the interaction process as three complementary trust pillars—community as a pre-validation layer, digital channels as a means of credibility validation, and personal interaction as a solution personalization mechanism. Fourth, integration between the two functions is impeded by three structurally disconnected feedback loops, necessitating simultaneous intervention in consultation workflows, cross-functional coordination mechanisms, and content development aligned with customers' actual needs. Theoretically, this study develops the ISP Three-Pillar Trust Model, extending the hybrid selling and digital content marketing frameworks within the context of B2B digital infrastructure services. Managerially, the study provides a strategic foundation for content development, cross-functional coordination, and strengthened engagement within the ISP industry community ecosystem.

Keywords: *B2B digital marketing, consultative selling, buyer journey, wholesale ISP, data center services, three-pillar trust model, marketing and sales integration*