

**ANALYSIS OF CONSUMER PREFERENCES IN CHOOSING
THE FIXED BROADBAND INTERNET IN INDONESIA
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Abstract

The development of the internet the last few years gives a fairly rapid growth. There is 14.16157 million Internet users by the year 2014. Indonesia was ranked 12th in the world based on the number of internet users. There are two internet service today is the fixed broadband and mobile broadband internet. Both services have advantages and disadvantages of each. Speed internet in Indonesia itself is ranked 122 and is ranked 43 of 120 countries, which means Indonesia is slow and expensive internet. In Indonesia fixed bundling Internet sold to consumers. Indonesian society more use of mobile internet. Preference become important thing is used to determine consumers' desire to enable the alignment between the consumer and the company.

This study aims to determine consumer preference towards fixed broadband Internet is seen from the level of importance of attributes, features and price bundling. Results from this study are expected to have a significant value in verifying the application of the model to determine consumer preferences Conjoint fixed broadband internet. In addition, this research is expected to be useful to increase knowledge about consumer preferences by using conjoint models in the context of consumer preference research internet. Penelitian fixed broadband is expected to be input for companies internet service providers, especially in the areas of fixed broadband in developing business strategies ,

This study uses conjoint to search results preferences with SPSS 22. The population in this study were Internet users in Indonesia. While the sample used to use formulas slovin and obtained 400 respondents. Then there are attributes that are used in this research that the internet speed, feature bundling and internet price per month. Of attributes and levels in this study was processed using SPSS 22 to find stimuli found 18 stimuli to be used as a basis for making a questionnaire. Questionnaires themselves using online media. In order to more easily and quickly reach respondents.

After doing research found the best results are the attributes most is the price (56.282), Speed (35.344), Features (8.374) while for the level that the speed of > 10 Mbps (0,302), telephone and pay TV channel (0,007), the price of Rp 100,000 s / d Rp 200,000 (0,007).

This research has a suggestion to consider the price, speed internet and bundling features as a sequence of the most important results of this research. For academics it is expected that the periodic surveys on this topic, then in order to conduct further research on the effect of this study recommendation if used by the company.

Keywords: Preferences, Consumer Behavior, Internet, fixed broadband internet.