

ABSTRACT

Jogja MediaNet Cable Internet is an Internet access service using HFC (Hybrid Fiber Coax) technology. Even though the number of consumers continuously rises, company has to be perceptive in consumers need and wish. The research conducted to importance level of existing variables from consumers and target market, and analyzes preference variables using Importance Performance Matrix. This research has an objective to give suggestion as a basic marketing strategy development of the Cable Internet service.

Research sample is Cable Internet consumers and non consumers personal account segment in municipality of Yogyakarta and surroundings using Convenience Sampling as a sampling technique. Prime data collecting tools is questionnaire. Before the main research been done, there is a previously research to identified respondents priority variables. And secondary data is coming from connected sources.

The research resulting potential market (65.37%) and available market (53.17%). Market segmentation based on the benefit that the most of consumers and non consumers wants and as a basic to be a customer or have interest in it. Segment 1 is access comfort and security benefit, 40 % consumers and 33.03 % non consumers. Segment 2 is economic benefit, 25 % consumers and 26.61 % non consumers. Segment 3 is another facility (cable television) benefit, 20 % consumers and 29.36 non consumers. Segment 4 is easily benefit, 15 % consumers and 11.01 % non consumers. The next step is to identified respondents priority variables based on importance level, and then to identified respondent perception and preference.

The consumer maintaining strategy is done by maintain the Maintains Performance category, especially to three variables that always appearance in each segment. Those variables are V42 (easily to access), V43 (connection stability) dan V47 (the cheap of the monthly cost for unlimited use). The second step done by fixing the performance of High Priority for biggest segment (segment 1).

To raise up the number of consumers, the first step that has to be taken is definit the target market using Selective Specialitation, which are segment 1 and segment 3. Then make a close look in variables that has been prioritize by those segment. Promotion strategy definit with choosing a promotion media (media that has an influence to make a non consumers buy something, the most effective advertisement charm, massage source, and etc). Consumers like to watch and pay attention MJTV Cable Television program (40%), and less to like Media Jogja Magazine(38.33%).

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