
ABSTRACT

The development of technology has enabled the telecommunications consumer to make conference without conducting face-to-face meeting. TELKOM as organizer of telecommunications service will launch service of TELKOM Conference which enabling the client to conduct conference. These services earn to accommodate till 30 consumers. 'On Request' becoming one part of service of TELKOM Conference will be launched with tariff of early equals to Rp.950/ menit of every user. Although the service of TELKOM Conference have owned tariff in early launching, TELKOM as organizer feel important to make special study to determine and analyze the structure and level of the service tariff comprehensively and totally considering various aspect.

This research will use AIC (Average Incremental Cost) method to determine floor price and method of Price Sensitivity Meter to determine customer willingness to pay as ceiling price. Range between floor price and ceiling price will be narrowed by regulation, target of company and competitive factor. The properness of tariff will be measured by NPV, IRR And PBP [of] where $NPV > 0$, $IRR > MARR$ and the shortest time of PBP.

The proposal tariff that is recommended is following :

Component of tariff	Tariff per user
Conversation expense	Rp.625/ menit

The proposal tariff is located in acceptable price range with market acceptance equal to 85.5%. With NPV that is Rp.2,222,029,913.02, IRR 95.36% and rate of return during 1.92 year.

Based on profit target that is expected which IRR bigger than 25% (MARR) and rate of return of maximal three year, it can say that the proposal tariff proper. Based on competitive factor, this service not yet owned competitor service. The result of comparison between tariff of substitution service with tariff of service of TELKOM Conference indicate that no one have equalize the performance and tariff of service of TELKOM Conference. So it can conclude that, this proposal tariff is feasible and competitive enough for voice conference service.

STTTTELKOM