

ABSTRACT

Operator of CDMA technology in Indonesia divide into two business line. Those are celluler-based and FWA-based (Fix Wireless Access) services CDMA operator. Nowadays, celluler operator CDMA-based is represented by Mobile-8. By descending of investment budget for each customer, that is pushed by cheaping the cost of celluler phone and rapid technology development, the tariff of celluler operators are getting decrease. Today, the size of celluler customer almost more than 21 million people, which is 90% of the market is dominated by prepaid service. Because of this, the tariff problems and its calculation are sensitive and need more attention. But, the celluler operators in Indonesia, either GSM or CDMA operators, have not been “able” yet to decide the proper tariff standard with technology development itself and living standard in Indonesia. Fren, as a prepaid service from Mobile-8, consider it as a chance to attract more customers. Therefore, Fren needs a new concept plan of tariff strategy, based on *perceived benefit* and *perceived price* of Fren and its position in the competition drawn in Customer’s Value Map. This map, which compares Fren with its major competitor, is used as a recommendation to have more market share.

Customer’s Value is a comparison between customer’s perceived benefit and perceived price. In this research, Fren is compared with the competitors in the same celluler business which provides same services (prepaid service). There are five important factors that should be considered in tariff decision. Those are demand, cost, competition, regulation and corporate objectives. In this research, customer’s value is a factor in the competition that could be used as consideration to decide Fren tariff’s. Customer’s value are generated from features or attributes of a product that customer consider to buy. The Customer’s value and tariff limitation that customer needed are obtained from questioner. The difference between competitor customer’s value and Fren’s could be used as a consideration to decide the new tariff. Then the new tariff strategy is decided by considering the value showed in Customer’s Value Map, competition, corporate objectives, regulation and cost.

The result show that the position of Fren is between two areas in Customer’s Value Map. It could be in the value advantage or value disadvantage area. Based on the calculation of Price Sensivity Meter, new tariff ranges are obtained. This new tariff is what customers want to several Fren services. Using of Customer’s Value Map and Price Sensivity Meter, and also supported with consideration of competition, Mobile-8 objectives, regulation, and cost; Fren’s new tariff recommendation and tariff strategy are obtained.

Fren	Fellow Outgoing Tariff	Outgoing tariff to other celullar	Outgoing tariff to PSTN	SMS Tariff	International outgoing tariff
Tariff per minute	550	1500	600	225	4000
Explanation	Same as existing tariff	Descend, follow the cheapest tariff at research periode	Descend, based on Most Acceptable Price	Descend, based on Most Acceptable Price	Descend, based on Most Acceptable Price

Generally, Fren needs to increase the quality and decrease the tariff. The comparison between Fren and other high end competitors show that Fren only needs quality improvement because the tariff is cheap enough. But, the comparison with its main competitor shows that Fren needs to increase the quality and decrease the tariff. Tariff reduction will result in bigger profit and customer size.

Keywords : Customer’s Value Map, Prepaid Tariff, Tariff Strategy.