

ABSTRACT

To win the competition and also to fulfill the target that has been defined by USO and obligated by government to build 13 million of SST in 2008, Telkom implied CDMA technology with product that has brand name Flexi. This technology is capable to provide voice, data, and video services. Flexi is being new alternative for Indonesia society because it has similar performance and capacity with cellular but it has limited coverage area. The tariff is also lower than cellular because Flexi's tariff determination use fix phone's tariff system.

One of the obstacles in using telecommunication technology, both fix phone and cellular is about the cost. Balance is not something unlimited for the user of telecommunication services. The customer of Flexi, specially that use pre-paid services, limited balance will disturb communication process.

*To solve that problem Telkom try to offer alternative solution by implementing balance transfer system with **FlexiTransfer** as a brand name. This system enables Flexi user to transfer balance from one number to others.*

So that, this research will analyze whether FlexiTransfer, that has been predicted by Telkom as an opportunity for increasing customer loyalty, will increase the revenue of Telkom.

Market research is done through survey by distributing questionnaire as the instrument, in order to know customers' interest and profile towards the offered service. This research uses Simple Random Sampling as a sampling method. Financial research uses secondary data from Telkom as a service provider and other sources.

*The result of this research shows that potential market for FlexiTransfer service is 80,9% which is obtained based on respondents' grade of importance for that service. Available market for this service is 39.2% from potential market, it is based on charge impact variable to the service usage, and the target market is 17%. Furthermore, financial calculation based on investment parameters shows that FlexiTransfer business will result NPV **Rp.77.115.911**, IRR **31 %**, PBP **3,82** years, and BCR **1.42**.*

From the result of this research, it can be concluded that FlexiTransfer business is feasible to be implemented by Telkom.

Keywords : FlexiTransfer, market research, finance, feasibility