

ABSTRACT

Bussiness telecommunication changes and grows very fast. It can be seen from many telecommunication operator in fixed phone operator and also cellular operator who enters a field of telecommunication. This condition causes competition in each other tightly enough. Cellular engineering has the highest development, but according to economics calculation it's development in appearance. The main problem of cellular development is pre-paid card that can make customer not loyal to their card. Cellular operators need the right marketing strategy to get a lot of market share. Therefore, it pursues me (the writer) to have some research to formulate marketing strategies especially for PT.Telkomsel base on market share prediction looking at it from removal pattern pre-paid card customer of GSM operator. The goals of this research are knowing pre-paid card customer characteristic who transferred, knowing Telkomsel pre-paid market share by using application of markov chain method, and also formulating marketing mix strategies.

Questioner is used for collecting the data. This is propagated by *convenience sampling* technique to pre-paid card customers of GSM operator. Research begins with determine characteristic of Telkomsel pre-paid card customer who removed to other GSM operator, then predict the market share, and the next step is to formulate marketing mix strategies for Telkomsel.

Result of the research shows that the market share in stability condition for each pre-paid card of GSM operator for regional of Tasikmalaya are *simPATI* gets 39.2%, Kartu AS gets 35.32%, Mentari gets 12.4%, IM-3 (smart) gets 5.1%, Jempol gets 5.3%, and XL-Bebas gets 2.3%. Although Telkomsel has more market share, it must still keep on guard because removal rate pre-paid card customer of GSM operator is high enough in order to Telkomsel need to have market research frequently to know a change of market share and customer assesment toward its product so Telkomsel can maintain and make up its market share.