

ABSTRACT

Telecommunication business has been growth really fast and amazing. This new fact indicated with the number of new telecommunication operators causes the in creating rate in telecommunication business. Nowadays , communication has been a major “food” for human being. The needs of communication which barely increase through more and more countries in the world and who needs a fast way of communication has been made. PT.Telkom as one of biggest communication provider in Indonesia launch their international connection service called Telkom Global 017 uses VOIP technology , It has relatively same speed and quality with a usual SLI services, otherwise this latest service is cheaper than the other one, with sale up 40-63%. In spite of PT. Telkom willingness to overtake of the SLI market they found that the development rate is not good enough. It is decreasing all time. The tendency of the costumer in selecting product (Costumer Driven), It is the opposite of the product driven tendency, This latest tendency has pushed the writer in making a research with a concept of marketing tendency defined to a costumer. The purpose of this research are learning how PT. Telkom performance in the eye of costumer and defying a suitable concept.

The samples of this research are the costumer PT. Telkom in Bandung whom uses the Telkom Global 017. The writer uses simple random technique sampling and uses questioners as the main tools, The research starts from defying the segment and market characteristics and analyzing the Telkom Global 017. Based on the market research we can defined the marketing mixed Telkom Global 017 theorems.

From the research there are three categories/segment based on the usages intensity of the SLI user's. Segment A for the respondent who choose Telkom Global 017 (50%), Segment B for the respondent who uses Telkom Global 017 and another SLI services in the same portion (20%), and segment C the respondent who prefers another SLI services (30%). The next step is identifying the user preferences variable when uses Telkom Global 017 depend on the need. Perception an user preferences are voice quality, capability to halt back drop call, and tariff for each segment. For the Telkom Global 017 performance the priority are to increase the quality of the voice, minimum delay time, For the strategy tariff because 56% respondent decide to use SLI provider for their discount tariff, and for the promotion suggestion that will be better if there are some discount tariff in a couple of hours and right media to promote it.

Keywords : Telkom Global 017, Preferences, Marketing Mix