

ABSTRACT

PT Telkom Tbk. is a big company which running telecommunication business in Indonesia. The rapid technology development had made PT Telkom Tbk. to produce fixed wireless called "TELKOMFlexi", which is based on CDMA technology as a limited mobile telephone in a code area, instead of producing fixed wire line. It is caused by its limited mobility feature.

"TELKOMFlexi" has just been launched two years ago by PT Telkom DIVRE IV. The selling system of "TELKOMFlexi", especially for "FlexiTrendy" and its reload voucher is using distributor service, which called Authorized Dealer. For the marketing performance is very depending on each distributor. Thus, distributor's performance is very important for the Top Management to evaluate goals achievement.

This study is to introduces an analysis of distributor performance by using Objective Matrix (OMAX) method to define each distributor is in its performance grade which had been determined according to company's goals. The result of this could be used by the Top Management to control and to evaluate each distributor's performance.

Overall performance values for 12 months started from July 2005 to June 2006 by following are : 648,422,609,422 for AD Sanex Tell; 265,218,641,640 for AD Putra Jaya; 343,607,656,492 for AD Prima Pratama; 575,417,333,482 for AD Mandala. The ratios of "less contributing to distributor performance improvement" and "need to be improved" are 4, 3, and 9, because "worse and worst" are mostly dominated in this ratio. Ratio 10 and 7 are also need to be improved even not so bad because here is dominated with "average" performance, while "good" performance is shown in the ratio 1,2,5,6, and 8.

The step of improvement plan to increase the future performance is by giving priority to the lowest grade of ratio. At the end, the result of the study could show us which distributor is achieving the target, which one is not, and to recommend Action Plan to each distributor (Authorized Dealer) and the company, PT Telkom DIVRE IV. Recommending Action Plan to every distributor by establishing the price varietively according to consumer's demand fluctuation, giving discount in every low selling product month, merchandising by considering seasonal factors which is repeating in every year, e.g. new year celebration, Christmas, religion holiday, etc.; and doing up-to-date innovation. Recommending Action Plan to PT Telkom DIVRE IV by developing promotion pattern and reconsidering determined goal's ratio to be degrade or keep moving with ongoing plan for an optimal goal achievement.