

ABSTRACT

Competition of cellular operator in reach for cellular market share become more tightly, this thing seen from the cheaper price of start-packed card and supported by the cheaper cost in doing communications. Price war between operators is one of the evidence that competition increasingly stringency. For new comer in this business, is difficult to enter and success. Marketing strategy accuracy (marketing mix) hardly having an effect on succesful of new comer in this business. The new comers must be acurate sees empty gap, determines what product which compatible, pricing at appropriate, doing promotion which can draw customer, and correct placement. Tariff is a real attribute influences costumer in choosing pre-paid card. A correct tariff design is expected able to increase number of costumers using pre-paid service.

The purposes of this research are to determine tariff attribute which having an effect in tariff design, doing pre-paid card tariff design matching with costumer preference, and estimate market share from tariff design which has been made.

To answer those purposes, applies design process conjoint method which is an analytical method in multivariate analysis, applied to gets combination or composition of attributes of a product or services based on costumer preference. This analysis will gets a combination of attributes from pre-paid card tariff based on customer preference.

Tariff attribute having an big effect on is SMS tariff and telephone tariff, causing conjoint analysis process will apply level from SMS and telephone tariff attributes. Conjoint analysis yields some stimuli or conjoint cards as follows :

- A. SMS Tariff RP 350 to all operator and telephone tariff Rp 10/second to the same operator and Rp 25/second to other operator,
- B. SMS Tariff RP 350 to all operator and telephone tariff Rp 150/30 second to the same operator and Rp 375/30 seconds to other operator,
- C. SMS Tariff RP 149 to the same operator and Rp 299 to other operator. While telephone tariff is Rp 20/second to the same operator and Rp 40/ second to other operator.
- D. SMS Tariff RP 149 to the same operator and Rp 299 to other operator, and telephone tariff Rp 300/30 seconds to the same operator and Rp 600/30 seconds to other operator.

Then responder will be asked to sort card choice above and the result will be analysed. Result of this analysis forms four same cards with card of A, B, C, and D. If company specifies tariff policy above, estimate of market which will be obtained is successively for policy of tariff of A, B, C, and D is 22,8%, 19,4%, 35%, and 22,8%.

Tariff policy which had been design only seen out of one viewpoints, that is costumer preference. To specify correct tariff need to be seen internal ability of company, competitor, and from other marketing mix, besides it is of course need to be paid attention about regulation specified by government.

Keyword : Conjoint Analysis, Tariff