

ABSTRACT

Flexi, a cellular system based on Division Multiple Access (CDMA) from PT Telkom Tbk, must be able to improve the quality among many competitions in telecommunication industry. Therefore, the aim of this research is to know the consumer preference of existing Flexi cellular service product and to determine the better Flexi cellular service product design .

This research applies conjoint analysis method. Data collection is done by spreading questioners to Flexi customer in Bandung. On the questioner, the respondent is asked to rank Flexi product attributes with the levels. The questioner question consists of two parts. First part contains the respondent general data including respondent gender, occupation, cost average in recharging the cellular pulse in a month and the promotion media in which respondent gets information about Flexi service product. The general characteristic of Flexi product customer is referred to the respondent general data. In second part of the questioner, the respondent is asked to give assessment to Flexi product attributes with the levels. The ranks are description of priority order hoped by the customers to the existing attributes.

From the research result, the highest rank from 16 attributes combinations after being compared with the clustered result data (especially cluster 2), consists of two major attributes, they are Kualitas Jangkauan Luas, Feature Flexi Combo, layanan info tagihan 109 (first attribute) and Kualitas Jelajah Internasional, Feature Flexi Combo, layanan Call Center 147 (second attribute). PT Telkom Tbk has to be able to understand that this two combinations are the main interest of Flexi customers so that if this product design is applied then it can precisely satisfy the Flexi customer.

Keyword: Conjoint, Flexi, Product.