

## ABSTRACT

PT Indosat, Tbk, which is the second largest operator in Indonesia, at this time, has developed its services to the mobile phone third-generation cellular. This research take a case study on the service because IM2 preliminary test based on the customer feel there match between the rates and benefits are received. Researchers select the services TelkomselFlash as competitor's as much as 56% customer IM2 prefer to move to TelkomselFlash than turn over to another operator. One way that can be used to overcome this is the determination of tariffs based on the value of a product.

In this research, will be on consumer perception of how the value of services provided by IM2, which will be used as basis in determining the proposed rates. To know the perceived value of service, measured by comparing the benefits received by customers with the price they must pay to consume the service. Then the value will be compared with major competitors and will be on the customer's value to determine map position IM2 against competitors. To find out the size of the consumer willingness to pay the method used price sensitivity meter. To be able to know the price value which still need to be, then use Importance-performance matrix, the matrix can be based on the known attributes of price which priority in determining the proposed rates. In addition the existing price, competitor price, pricing, regulation and the basis in determining the rate strategy.

Results suggest that rates be made with value based pricing methods, it can be feasible for the company said, because the parameters have a value of (Rp 145,764,785,884 NPV, IRR of 62% and payback period of 2:39 years) is greater than the value that has defined by the company. And the proposed rate is considered more competitive when compared with the rate IM2 applicable at this time.

Keywords: value based pricing, customer's value map, customer willingness to pay, pricing strategy, pricing