

ABSTRACTION

3G technology is a cellular technology that allowed data access up to 2MBps. In Indonesia, license for 3G network is held on by 5 cellular operators, one of them is PT Telkomsel Tbk. PT Telkomsel Tbk as market leader in telecommunication service in Indonesia, adopting WCDMA (Wideband Code Division Multiple Access) technology at their own network service.

One of the services that become the prime service of 3G technology is video call service. This service enable the customer to make a phone call with seeing their opposite side picture in their hand phone screen. But, as the growth of the video call services, there a lot of customer's complaints about the quality and the tariff of the service that offered by the company. The customers feel that tariff of the services that charged for every video call services, is too high, although the quality of the services was not satisfying yet.

In this research, will be given suggestion of the tariff that should be charged to the video call services based on perceived value of the service that offered by the company. To give the suggestion of the amount of the tariff that should be charged, it is important to know how the perception of the customer to the tariff attributes that charged based on performance-importance matrix. And also the position of the company's video call services compared to the competitor's video call services should be known by processing data of the customer value map. To give the amount of the tariff that should be charged to the customer, how much customer willingness to pay to the services that used should be known by using price sensitive meter that obtained by processing the customer willingness to pay data.

The proposed tariff that recommended based on processing the perceived value of the services is following:

Tariff Component	Recommended Tariff	
	<i>simPATI</i>	<i>Kartu AS</i>
Local tariff for video call to same operator	Rp. 800 per minute	Rp. 800 per minute
Interlocal tariff for video call to the same operator	Rp. 1.000 per minute	Rp. 1.000 per minute
Local tariff for video call to another operator	Rp. 1.500 per minute	Rp. 1.500 per minute
Interlocal tariff for video call to another operator	Rp. 1.800 per minute	Rp. 1.800 per minute
Video call tariff to another country	Rp. 6.000 per minute	Rp. 6.000 per minute

Based on the calculate of the feasibility parameter, the recommended tariff that should be charged, economically is proper to be done with the NPV value is Rp 45.725.334.626, the interest rate of return was 33% and pay back period was 3.80 years.

Keywords: *value map, customer willingness to pay, video call, tariff, prepaid.*