

ABSTRACT

With the existence of ITKP, phone calls can be done through the internet protocol with cost saving up to 30% of the international tariffs. Other than that, ITKP has given providers the advantages of operational cost saving, scalability and smaller Total cost of ownership compared with the used of PSTN technology.

PT. XYZ as one of the biggest company in data communication in Indonesia has reached towards the recent coming of this technology in Indonesia with the launching of ITKP.

To reduce the error in decision making, the ITKP service needs a feasibility study. The result could be taken for consideration whether the investment for ITKP will be taken or not. Therefore, in this research, the ITKP is tested with three aspects, which are the market aspect, financial aspect, and technical aspect

For the market aspect analysis, a survey through the handing out of questionnaires with the convenient method towards companies in Bandung. And for the technical aspect, is doing by analyze the ITKP requirements. As for the financial aspects thus the value of feasibility for the ITKP service was obtained.

From the market aspect analysis, the survey shows that the potential market is 67.7%. And the available market is 47.7% of the population. The taken target market for the first year is 10% and increasing 1 % annually. From the technical aspect, it is known the numbers of sites that needed to fulfill the demand of ITKP. The financial analysis shows that the ITKP service is feasible with the NPV Rp 285,836,204 , PBP 4.93 years and IRR 19%.

Keywords: ITKP, Market, Finance, Feasibility