

ABSTRACT

The development of digital technology is increasingly lead to the integration of telecommunication services, data, information and broadcasting (convergence). IPTV is one of the service convergence. IPTV is a multimedia service in the form of television, video, audio, text, graphics, data and distributed to subscribers over an IP network (Internet Protocol) which guaranteed the quality (QoS / QoE), security, realibility and allowed a two-way communication.

PT. Telekomunikasi Indonesia Tbk. as one of the telecommunications company that is exploring this business through its subsidiary TelkomVision would provide attractive rates for its customers. Value-based marketing and pricing is one of the methods used to determine a tariff. Tariff determination using this method will consider the benefits received by customers with the price they have to spend on IPTV services.

To be able to provide the optimum tariff for customers, need to compare how the position of the services offered by competitors service; the perceived value of customers on tariffs and quality of services already provided (pay tv), and the costumer Willingness to pay of the services provided.

Tariff was recommended to the company based on the method of value-based marketing pricing is:

Atribut Tarif	Acceptance Range	Price with high acceptance
Tarif Installasi dan Administrasi	Rp 183.000-Rp 210.000	Rp 190.000
Tarif berlanggan per bulan	Rp 162.000-Rp 218.000	Rp 190.000
Tarif yang dikenakan untuk paket tambahan	Rp 68.000-Rp 82.000	Rp 75.000
Tarif maintanance dan service	Rp 70.000-Rp 83.000	Rp 80.000
Tarif yang dikenakan jika berhenti berlanggan di bawah periode kontrak	Rp 296.000-Rp 360.000	Rp 340.000
Tarif yang dikenakan untuk produk tambahan (internet,telepon)	Rp 133.000-Rp 155.000	Rp 150.000
Tarif berlanggan IPTV perbulan	Rp 298.000-Rp 373.000	Rp 340.000

With the calculation parameters of feasibility, the proposed tariff values obtained with NPV Rp 65,896,460,617.47, with the IRR of 67.56%, with a PBP during 2.57years.

Keywords: Perceived value, customer value maps, Willingness to pay