

ABSTRACT

Rapid expansion of Telecommunication in the world make appear new telecommunication products, one of it is BlackBerry. BlackBerry have capability to deliver information pass through nirkabel data network from selular telephone company surprise world. First time introduce at 1997 by Canada company, Research In Motion (RIM). BlackBerry have more than appeal other Smartphone in the form push e-mail service because entire new e-mail, contact list, dan schedule information (*calendar*) “push” enter to inside BlackBerry automatically. Market expansion BlackBerry in Indonesia that rise straight from year to year, make RIM carry out cooperation in sell packet Bundling and service of BlackBerry with several Telecommunication Operator in Indonesia as Indosat, Telkomsel, Excelcomindo (XL), and Axis. Until presently get a tariff package Bundling suggestion consist of Handset and service of BlackBerry per month.

PT. Telkomsel, Tbk. that form Operator GSM Market Leader in Indonesia certainly will not useless cooperation with Research in Motion (RIM) in preparation service and package Bundling of BlackBerry Especially if refer to from total customer of BlackBerry in Indonesia, PT. Telkomsel, Tbk. still less than 2 other Operator that is Indosat and Excelcomindo (XL). So that, need make BlackBerry Telkomsel bundling package tariff proposal using Value based Pricing Method that can give satisfied for customer and get give profit for company. Until presently PT. Telkomsel, Tbk. not only become Operator GSM Market Leader, but also Market Leader for BlackBerry customer in Indonesia.

Value based pricing Method is decision product price method, where company will determine as much as spend a product for customer. Purpose is to avoid decision cost too high or too less from Customer willingnes to pay, even if they know benefit can they have from using of product.

To acquire information, this research uses customer questionnaires for BlackBerry customer, and interviews. The questionnaires are given as many as 230 questionnaires to BlackBerry customer in Jakarta and Bandung using stratified random sampling. The interview process is done to employee of PT. Telkomsel, Tbk. like Telecommunication company that become a place of case study.

The results of this research can show a BlackBerry Telkomsel bundling package tariff proposal that get from consider result of gap between importance and performance level of service and tariff BlackBerry product, Perceptual Mapping Position, Crosstab, and Customer Willingnes To Pay. From the result of this research PT. Telkomsel, Tbk. can execute tariff change or value added concerning Bundling package and service of BlackBerry which offer to customer.