

ABSTRACT

Economic development in Indonesia each year has increased, it is based on the rapid development of technology and communication support system in the Indonesian economy. Economic development is certainly spur increased circulation of money in the community, increase the circulation of money is creating a service or non-bank remittance in favor of the trade process.

PT. Telkom Tbk saw a business opportunity in the field of money transfer and remittance services created Delima (delivery money access) that are in the shade PT.Telkom Tbk. Currently, the company has reached 87 remittance service provider in Indonesia. Delima Market share is currently at 7% of the target market 70% of the lower class. This case shows the importance of conducting research on consumer preferences Delima, to money transfer services in accordance with the preferences of consumers expected by Delima.

This final project aims to design Delima remittance services using conjoint analysis to consumer preferences. Attributes and stimuli should be designed first in this method. In the design of stimuli, attributes must be determined through the study of literature or interviews on the company and the consumer focus group discussion at Delima Telkom. From the results of interviews and focus group discussions are included five attributes namely application forms, access cashpoint locations, customer security, features, and price per one post Rp.1 - 500.000. The five attributes using the SPSS orthoplan to get 16 stimuli from each level of the design attributes. Respondents were asked merangkingkan from 1 to 16 starting from the preferred stimuli. The results of the ranking processed using SPSS conjoint analysis method obtained the consumer's preferences.

Of the 16 stimuli there are 3 stimuli that have become the largest utility value preferences of consumers. The first stimulus simply fill in the application form filling full identity and phone numbers without specifying the physical characteristics, access location near the cashpoint, customer data security simply by sms notification and transfer code, then feature in the application system based on line, the price of one post Rp.1 - Rp.500.00 a cost of Rp. 12,500. Three stimuli that have the highest utility value used for money transfer services firm recommendations Delima to create a money transfer service to suit customer preferences. Delima money transfer services to suit consumer preferences will certainly increase the number of users of consumer money transfer services Delima. So that Delima can compete and be a market leader in the field of money transfer services, which will surely lead to benefits for the company Delima remittance service providers, PT Telkom Tbk.

Keywords: preferences, remittances, conjoint analysis, Delima.