

ABSTRACT

The development of information technology today is growing more rapidly. One of the rapidly evolving information technology is television. Development can be seen from the aspect of television broadcasting technology. The development of television technology has penetrated into all the world, including Indonesia. In Indonesia, the ratio of non-pay television and pay television very much. It can be used for a variety of pay-TV service provider in Indonesia. Groovia TV as a newcomer in the Pay-TV competition in Indonesia should be able to compete with other competitors. Target achieved by the end of 2012 amounted to 12,648 customers are still very far from the initial target of 300,000 subscribers. This shows the importance to conduct research on customer preferences in Groovia TV, so that services can be provided according to customer preferences so that a lot of old customers and new customers can be interested in subscribing Groovia TV.

This thesis' aims to design service packages Groovia TV by using Conjoint Analysis to customer preferences. Attributes and stimuli must be specified and designed in advance before starting the study. TV Groovia attributes gained through the interview process Groovia TV customers who have subscribed to more than 6 months. Concluded that the results of interviews of the selected attributes Groovia TV is Quality Visual, Broadcast TV Channel, Capacity of NPVR, and Duration of the show. The attributes are then formed of a stimuli with the help of orthoplan on SPSS software to then generated 16 stimuli. Stimuli will be ranking by customers starting from 1 which most preferred to least preferred, 16. The results of respondents ranking then processed with Conjoint Analysis Method helped by SPSS software and then stimuli showed the most preferred by customers. In which customers belong to the first cluster the results obtained stimuli, stimuli that contain Visual Quality High Definition, Broadcast TV Channel Package D, NPVR Capacity 20 GB, and 2 hour duration Impressions Rewind. For customers clusters are obtained both stimuli Visual Quality Standard Definition, Broadcast TV Channel Package A, NPVR Capacity 20 GB, and 2 hour duration Impressions Rewind.

The results of this study can provide a variety of service packages will be offered to customers Groovia TV.

Keywords: preferences, Pay TV, Conjoint Analysis, Groovia TV