

## **ABSTRACT**

*The growing need for Internet lead to an increase in the number of Internet users in Indonesia, so a lot of emerging telecom operators that provide Internet access service package. Telkomsel is one company that provides Internet service package. Where one of their products is SimPATI.*

*SimPATI is one product Telkomsel that is intended for the middle class. Mid-2013 last, SimPATI released its newest product called SimPATI Loop by segmenting the target market is for young people, which is very sensitive to the tariff rates. In the SimPATI Loop products, which are often used internet package customers are 6GB (MAXI Loop) and 12GB (OnLoop Holic) internet package.*

*This research aims to evaluate each tariff package SimPATI Loop products in accordance with the perceived customer benefits at a price to be paid subscribers to avoid pricing too high or too low of customers willingness to pay using Value Based Pricing method.*

*Based on the calculation and evaluation be obtained of customer value map package of 6 GB at disadvantage area because has a lower perceived value than competitors at 0.79:1.09. For customer value map package of 12 GB at advantage area of 0.9:0.8. At the approach of price sensitivity meter 6 GB package acceptable price range of Rp 35,000-Rp 55,000 and for 12 GB package acceptable price range of Rp 50,000 to Rp 70,000. While recommendations on each proposed tariff package SimPATI Loop products by considering the existing tariff of products SimPATI Loop, tariff of competitors, customer value map, and customer willingness to pay in the amount of Rp 35.514 for 6 GB data package and Rp 50,000 for 12 GB data package.*

*Keyword: SimPATI Loop, Tariff, Customer Value Map, Customer Willingness To Pay, Value Based Pricing.*