

ABSTRACT

A survey revealed that the number of internet users in Indonesia will continue to increase. Competition in the internet business is getting intense with PT. Telekomunikasi Indonesia Tbk with Telkom Speedy as a main products . Because of that, Speedy need for evaluate the effectiveness of existing price structures. The price structure is essentially an architecture of marketing mix of price.

The first step of this research is to identify the conditions of competition faced by Speedy based on the market and company conditions, and theories of pricing structure based on the study of literature to define how the criteria of price structures that suitable to the conditions of competition at this time. Then do the identification of price structure alternative which may be applied in situations of competition currently by using competitive conditions and theory of price structures.

This alternative then selected on criteria that has been established where alternative assessment carried out by an expert. Another step of this research are identify attributes that influence purchasing decisions of customers about internet services, an ideal access speed for internet daily usage, comparison with the price structures is applied to another ISP in Indonesia and the world, identify customer behavior. The recommendation of this research is a more optimal price structures for Speedy Regular.

Keywords : Price Structures, Purchase decision attributes, Grid Analysis, Versioning, Bundling, Subscriptions