

ABSTRACT

The rapid development of digitalization in Indonesia has increased the demand for stable and need-based internet services, particularly among micro, small, and medium enterprises (MSMEs). PT Telekomunikasi Indonesia, through its IndiBiz product, offers business internet services; however, its adoption rate has not yet met the expected target. This study aims to propose suitable IndiBiz service bundle offerings aligned with customer preferences using conjoint analysis. The study identifies key attributes influencing purchasing decisions, including service features (internet speed and connection stability), supplementary products (Phone, Netmonk, OCA, Pijar Sekolah, and IPTV), price, purchase method (offline and online), and promotional types (free installation and subscription fee discounts). Data were collected from 123 MSME respondents using purposive sampling. The conjoint analysis reveals that price is the most important attribute. The proposed service bundle consists of a stable connection feature, IPTV as a supplementary product, a price range of IDR 359,000 – IDR 462,000, online purchasing, and a subscription promotion. Market simulation conducted in this study shows that the total utility score of the proposed IndiBiz service bundles is superior to that of the existing bundles.

Keywords: *Conjoint Analysis, IndiBiz, Consumer Preferences, Product Bundling, PT. Telekomunikasi Indonesia, MSMEs, Market Simulation.*