

ABSTRACT

Problems arising from a company is how to gain as much as possible with the smallest expenditure on consumers or potential consumers that existed at the company's marketing region. So it is important for the existence of a measurement in the calculation of expenditure and income in certain periods to and from consumers.

Customer profitability measurement is one solution to the problem. With this measure, companies can find customers the best of all existing customers. RFM measurement model and ABC selected to measure customer profitability in a case study of PT. Telkom. RFM model is a model to rank customers in terms of recency, frequency and monetary. Recency is a long subscription, frequency is the amount of usage, and monetary package that is chosen by the customer. Meanwhile, ABC or Activity Based Costing is a calculation based on unit expenditure activities undertaken for these customers. Results were analyzed using two measurements or BCR Benefit Cost Ratio. Then measured the validity of this measurement system.

Given the customer profitability measurement system, targets and care towards the customer becomes clear to the various interests of marketing and sales. Various applications can be developed from this research is Decission Support System, Application of Customer Care, Marketing Planning.

Key Word : customer profitability, RFM, ABC, recency, frequency, monetary, Activity Based Costing, Benefit Cost Ratio, Decission Support System, Customer Care, Marketing Planning.