

ABSTRACT

The growing of people needs which is increasing so fast day by day to the telecommunication technology demands varieties service system, high flexibility, and of course with a reachable price. So if the company still wants to operate, each businessman has to observe, to understand, and to give everything needed by the customer. PT TELKOMFlexi in order to dominate cellular market in Indonesia absolutely needs first step to know things needed by customer. The aim research is to determine customer and customer candidate of TELKOMflexi preferences in determining handset type, pulse nominal price, and pulse refill transaction type and profiling customer and customer candidate of TELKOMFlexi.

Primer data used in this research is data from the result of questioner spread out by researcher to the respondents in purposive sampling manner that exist in Bandung city for the period of September 2005. Afterwards, data obtained is processed by using SPSS software.

For the research method used is frequency descriptive analysis and cross tab arithmetic,. Frequency descriptive analysis is used in order to know customer and customer candidate frequency to determine handset type, pulse nominal price, and pulse refill transaction type, while the cross tab arithmetic is used in order to know the relationship between customer or customer candidate profile and preference in determining handset type, pulse nominal price, and pulse refill transaction type. In order to know the reason of customer and customer candidate in choosing handset type, pulse nominal price , and pulse refill transaction type, is processed by using frequency descriptive method.

The analysis about the preference of customer and customer candidate in determining handset type, pulse nominal price, and pulse refill transaction type, is conducted by cross tab method where from that method is able to know the relationship between three customer preference based on the number of customer and customer candidate choosing. From the result of processing data, it shows that, for the respondents using handset with the price < Rp. 500.000,- are mostly using Rp. 20.000,- nominal while customers and customer candidates of TELKOMFlexi using handset with the price > Rp. 500.000 are mostly using Rp. 20.000,- – Rp. 50.000,- in electric refill manner.

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