

ABSTRACT

The telecommunication industry in Indonesia has grown rapidly, which is shown by the increase of internet users. PT Indosat Mega Media is planning to extend their business, especially on IM2 Indosatnet Dial Up, which has decrease this years. According to the business extension plan, IM2 Indosatnet Dial Up must improve services based on consumers preferation. Used by technic sampling is simple random sampling. To collecting primary data, reseachcer used by quetionaire. Sample research is subscriber of IM2 IndosatNet Dial Up of area Bandung.

From the study, most respondent who used internet minimum five times per week is segmen A (43 percents) and segment B for the respondent who uses IM2 IndosatNet Dial Up five times above is 57%. per week. The next step is identiyng the user preferences variable whaen uses IM2 IndosatNet Dial Up depend on the need. Perception and user preferences are internet service features, subscribes packets program, registration charges, intyernet subscribe bonuses, easy to reach service points ISP, ISP services in many cities, advertising, special events, employees courtesy, comfort in service points, easy in payment, instalation process speed, customer support, easy get the technical aid service, data secret and training activity.

Several marketing strategies are being applied tyo increase the number of customers in Bandung. This narketing strategy is a suggestion to solve the problem mentioned, according to the market based management concept, which means all activities of the company must focused on consumer need and expectation. This study that to run the extention plan. This company should decide price improvement.