

ABSTRACTION

PT Telekomunikasi Indonesia Tbk.(PT Telkom), as the biggest telecommunication operator in Indonesia, always try to improve its service to the customers by creating new products, which could meet and could define the customer's needs and to improve its quality of service. The company should do to meet the customer's satisfaction, and to make the customer loyal to company's services so the company can defend its position as the market leader of the telecommunication operators in Indonesia.

One of its services is Telkom Speedy, which offers high speed internet access (Broadband Internet Access) to the customer by 512 kbps (downstream) data speed. And this product also allows customers to use their phone and established the data communication (using internet) at the same time. The condition will be different if the customer is not using the ADSL technology, where the customer only use one type of services, phone or data communication at one time.

To make customers accept the product, the specific selling methods which meet the AIDA levels of the customer are needed. Good selling methodes are those which could improve the AIDA levels of the customer, while the final objective is the customer will use Telkom Speedy to access the internet.

In decision making process to buy a product, customers are thinking through phases to make a buying decision. Those phases were known as AIDA (Attention, Interest, Desire, Action).

The design of the Decision Support System for Telkom Speedy's Selling Method is begin by collecting the information needed to develop the system, which consists of the success results of a selling method, customer's sharacteristics, and knowledges about selling methods.

From the Design of the Decision Support System which give its attention to customer's characteristics and has the priority in choosing a selling method based on the amount of trials and succeeds, the company will have a knowledge resource about selling method, and it will be easier for the company to take a decision to implement a selling method to a customer which have specific characteristics.

Key Words : Decision Support System, Selling Method, Telkom Speedy