

ABSTRACT

Nowadays, the number of Telkomnet Instant's residential customer in Bandung Regency reaches 20.194 customers. This amount is relatively small compared with the number of fixed phone's residential customer that reaches more than 339.665 sst. It means that the penetration of Telkomnet Instant only reaches about 6%. One effort can be doing by PT. TELKOM as an owner of Telkomnet Instant service is confirm the differentiation and do effective, efficient and objective precise promotion. Both of these things are become the core objective of this research. Differentiation formulation is done by identifying respondent's expectation level about the attributes that become consideration in subscribing internet, the optimal performance level of Telkomnet Instant, and the comparison with the other dial up service. And, promotion program formulation is done for each segment. Segmentation bases that used is respondent's status, and formed three segments, consist of: respondent that never use internet (segment I), ever use internet but not subscribe internet yet (segment II), and respondent have been subscribed internet (segment III). For formulate promotion objective properly based of audience's condition in each segment, response analyze with Hierarchy-of-effect model is done. With this model, it can be seen the steps that make respondent lossing them purchase potency. In this research, it's used fixed phone's residential customer in Bandung Regency as populations. Sampling is done with quota sampling technique based of fixed phone's residential customer density in each central. Primary data are gotten by spreading the questionnaire to the research sampling and discussing with PT TELKOM management, while secondary data are gotten from internet, PT. TELKOM, CBN, Indosat, and Radnet.

The research result shows the less effective of promotion program that done by PT. TELKOM during this time. It can be showed by the low value of CRI (*Customer response index*) at segment I and segment II. CRI value at segment III is high relatively, around 53%. It shows the success of promotion program in audience acquisition that decides to subscribe the dial up internet. Promotion program decision resulted in each segment basically different, though have the same promotion program. It's very influenced by audience profile, promotion objective in every step, and the resources and style at each segment. The differentiations of Telkomnet Instant resulted from this research are low tariff, access without registration, and the simplicity of payment. It's caused by the optimal performance level of those attribute that differ Telkomnet Instant from competitor's dial up service and very needed by audiences.

Keyword: segmented, differentiation, promotion program, Hierarchy-of-effect, residential, Telkomnet Instan, dial up.