

ABSTRACT

Development of information technology has opened world eye would a new paradigm, new interaction, market new place, and a business network a world of without bound. Aware to that technological development so-called internet, has changed interaction pattern of public, that is; interaction of business, economics, social and culture. PT. Telkom, Tbk. as one of internet service organizer in Indonesia with brand launched by Telkom Speedy, wishful to be able to fulfill customer hope, by offering some excellences which inter alia ; Telephone channel which can be applied concurrently with internet access facility (Speedy) without is each other bother, with speed of upstream/downstream 64k/384k in access side TELKOM ADSL, Solution total service by TELKOM (access channel and requirement of its(the internet access provided by TELKOM), connection measures up to highly reliability and highly secure, and Speed local downstream accessed internet at network TELKOMNet up to 512 Kbps.

In the business to do product development and gets market share which is better, hence Telkom Speedy need to study market and its consumer to get attributes making final decision determinant in using service service.

This research applies questionnaire media and interview as a means of data collecting, what propagated and asked to responder that is customer Telkom Speedy, with method applied in sampling is random sampling. Data processing is done with help of software SPSS 1300 for windows which measuring instrument applied is d

escriptive of frequency and syntax and Microsoft Excel 2003.

Based on research which has been done, obtained result that is attributes taken a fancy to or enthused and become influence in taking final decision in using service is, package accompanied by modem and software anti spam, the variatif price of registration and access quota which variatif. With package taken a fancy to be package accompanied with modem, The Price Of Rp 525000,00 with access quota 2 G with segment of market equal to 48,9%.

Hereinafter is propose for applies package design which has been mentioned upper to get segment of better market. Adds or optimization some the card designs if possible but remain to pays attention to preference arising consumer.

Keyword : Conjoint, stimuli, attribute, level or level, marketing mix 7P and market segmentation.