

ABSTRACT

CDMA Technology will be develop more fast with the other wireless technology. CDMA customer growth in the last 2,5 years. The projection of Flexi in 2007 is 47%, with projection of pulse production 43,253 million minutes and SMS (Short Message Service) 1,122 million, it being a target for Telkom to create a new programs and a new Flexi fiturs.

Now a human being move to a komputasi persuasive life, that the information technology is a human life anytime and anywhere. With fenomena work activity that mobile like a mobile worker or remote worker, many communication more better if can we can access with mobile phone. Personal information data like sceddule, partner bussines number can be direct access anytime and anywhere.

*With uses of **Short Message Service (SMS)** application from mobile phone and/or **Packet Data Network (PDN)**, PT. Telkom give an easy for the customer with media transport for upload process or download procces personal information data customer to or from server via SMS and/or PDN. Flexi Personal Info Services via SMS and/or PDN hopely can give an easier and become a value added service that can give contribution for Telkom to growth they revenue and loyalty Flexi customer.*

So that, this research will analyze whether Flexi Personal Info servicesr, that has been predicted by Telkom as an opportunity for increasing customer loyalty, will increase the revenue of Telkom.

Market research is done through survey by distributing questionnaire as the instrument, in order to know customers' interest and profile towards the offered service. This research uses conveniance Sampling as a sampling method. Financial research uses secondary data from Telkom as a service provider and other sources.

The result of this research shows that potential market for FlexiPersonal Info services is 70% for corporate with range 0-300, and 66% for corporate with range 301-600 which is obtained based on respondents' grade of importance for that service. Available market for this service is 54,8% from potential market for corporate with range 0-300, and 61,5% for corporate with range 301-600 from potential market it is based on charge impact variable to the service usage, and the target market is 10%. Furthermore, financial calculation based on investment parameters shows that Flexi Personal Info Services business will result NPV Rp 151.561.059,-, IRR 36,39%, dan PBP 3,84 years.

From the result of this research, it can be concluded that Flexi Personal Info Services business is feasible to be implemented by Telkom.

Keywords : Flexi Personal Info Services, market research, finance, feasibility