ABSTRACT

CDMA Cellular Service in Indonesia divided into two; the first one is CDMA that operates with *Fixed Wireless* license, and CDMA that uses national *wireless* license. One example of CDMA that operates using *Fixed Wireless* license is Esia. While Esia is an operator service brand that published by PT. Bakrie Telecom Tbk, telecommunication operator based on CDMA 2000 1x technology with *Limited mobility* service.

Recent phenomenon that is actively used by almost all cellular operators in Indonesia is price level. Price is one attractive factor for consumer in deciding which operator to be used. There must be constant evaluation toward used price level in order the price level used in a product match the rapid competition climate. One way that could be used to bring into reality is determining the price based on *value* of a product.

Inside this research, there will be pictures of consumer perception over the *value* given by prepaid Esia Service, which is used as a foundation in determining the proposed price. To know *perceived value* of service, it is measured with comparing *benefit* that is received by consumer with making sacrifice in the form of price that they have to spend to consume the service. The next step is that the *value* will be compared to Flexi Trendy as the main competitor, and there will be mapping in *customer's value map* to know the position of prepaid Esia toward the competitor. To know the willingness to pay of the customer, it uses *price sensitivity meter* method. To know which price *value* that must be fixed, then it uses *performance-importance matrix, based on the matrix* there will be known which price attributes has low level of performance, and high level of importance, so it is becoming the main priority in determining proposed price. Beside that existing service price, competitor price, level of importance price component, Expense, and regulation becoming foundation in determining the price strategy.

The recommended tariffs in this research are: there is a decreasing price to some tariff's variable, which the local call to PSTN in on-peak time become Rp. 225,-/minute and Rp. 181.25,-/minute for off-peak; tariff for < 200 km distance call to PSTN is become Rp. 800,-/minute in on-peak, and Rp. 725,-/minute in off-peak; tariff for > 200 km distance call is become Rp. 2250,-/minute in on-peak, and Rp. 1050,-/minute in off-peak; tariff for local call to different provider is become Rp. 700,-/minute in on and off peak; tariff for <200 km distance local call to different provider is become Rp. 1350,-/minute in on-peak, and Rp. 1200,-/minute in off-peak; tariff for >200 km distance local call to different provider is become Rp. 2600,-/minute in on-peak, and Rp. 1500,-/minute in off-peak; tariff for international call is become Rp. 1400,-/minute; tariff for sending text message to any local provider is become Rp. 0.9,-/character, and Rp. 975,-/message to international provider. There is an increasing price for international call tariff on the same provider, which is Esia, is become Rp. 60,-/minute. While for other tariff's component, there is adjustment for local call to the same provider in on and off peak and international call to the same provider as well.

Based on price proposed above, it is appropriate for the company, because it has parameter *value* of properness (NPV in the amount of Rp 290,557,776,196, IRR in the amount of 57% and *pay back period* in the amount of 2.71 years) bigger than the *value* that had been decided by the company. This proposed price also more competitive compared to the recent used of prepaid Esia Price Level.

Keywords: *customer's value map*, *customer willingness to pay,* prepaid, tariff, tariff strategy.