

ABSTRACT

The development of information and communication technology in the world more rapidly. This can be seen from the increased use of internet in Indonesia has grow significantly. These developments caused the number of internet service provider has increased. So that competition among ISP companies become more competitive.

The Development of broadband internet service in Indonesia, is not supported by the satisfaction level of broadband internet users in Indonesia. The high tariff are not comparable with services (data access speed satisfactory). Resulting customer satisfaction levels of internet in Indonesia dropped each year.

Based on the condition that, PT Telkom, Tbk. as one of the largest broadband Internet service provider in Indonesia, should be continue to develop value of products to public so can fulfill the needs of customers that appropriate, so can increase sales and compete with its competitors.

In this research, using value based pricing method. This method focuses on the price that consumer wants to believe that paying the benefits to be provided by the company. In this study, will know how consumer perceptions about the value provided by Telkom Speedy, which will be used as one basis for determining the tariff recommendation. To determine consumer perceptions of value and the advantages and disadvantages with Speedy competitors is measuring the level of performance and competitors then mapped in perceptual mapping. To determine customer willingness to pay used price sensitivity meters method. To know interest rates and the services performance, used importance-performance matrix. Besides that, recommendation tariff are also considering the competition, regulation, and company policy. From which tariff recommendation as follows:

No.	Tariff	Rp (including VAT)
1	Registration Tariff	82.500
2	<i>flatrate (speed 384 Kbps) tariff</i>	200.000
3	<i>flatrate (speed 512 Kbps) Tariff</i>	250.000
4	<i>flatrate speed 1000 Kbps Tariff</i>	550.000
5	<i>flatrate (speed 2000 Kbps) tariff</i>	740.000
6	<i>flatrate (speed 3000 Kbps) Tariff</i>	1.275.000

Keywords : *perceptual mapping, price sensitivity meter, customer willingness to pay, value based pricing, tariff*