

ABSTRACT

Information communication and technology is increasingly. One of this situation's indicators is the increasingly number of internet user and subscribers and also number internet service provider (ISP). It makes the competition tighter and the customer's power become bigger. Because of that, to win the competition, ISP should know the customer need and want, than try to fulfill it.

PT Telkom which is the one of the biggest ISP in Indonesia with the product named Speedy still can not make the customer satisfied about the Speedy packages. Because the packages of Speedy are not suitable with the customer need and want, especially for residential segment. So, it is necessary to develop the new packages of Speedy for residential segment that is suitable with the customer need and want and have the competitive advantages from competitor.

Market characteristic and preference data from market research and competitors's packages data are used to formulate alternatives of Speedy's package. Based on market research, it is known that broadband market can be segmented by demography and behavior (internet usage, activity, and usage characteristic). Based on competitor analysis, it is known that varieties of competitor's packages is combination among quota, speed, billing system, access usage, time of access, and value added service.

The result of using both of data is five recommendations of Speedy package alternative: (1) recommendation based on speed; (2) recommendation based on activity; (3) recommendation based on time f access; (4) recommendation based on access volume; and (5) recommendation based on combination.

After the recommendations of alternative have been developed, then it will be chose the best alternative by using Analytical Network Process (ANP) method. The reasons of using this method for choosing the best alternative because the parameter for choosing the best alternative are qualitative and have dependency each other and ANP has the ability to accommodate this condition.

There are three steps in ANP: (1) cluster and element identification; (2) model construction; and (3) scoring by pair wise comparisons. These processes need the expert and in this research, there are six experts: (1) 4 internal experts, and (2) 2 external experts.

Based on cluster and element tabulation and analysis using ANP method and Super Decision Software, known that the best alternative is recommendation of alternative based on activity and the weight is 0.310138.

Keywords: analytic network process (ANP), broadband, internet service provider (ISP), package