

ABSTRACT

Along with the rapid development of technology, telecommunications sector also experienced a significant growth signifikan. Mobile phone is a communication tool that needs to be on the primary at this time. This is not the service irrespective of the number of new pop, both CDMA and GSM operators. One of the GSM operator that has a GSM license, which is XL. PT Excelcomindo Pratama Tbk. (XL) obtained spectrum allocation Global System for Mobile Communications (GSM) 900 from the Indonesian government in September 1995, and operate a commercial launch in October 1996 to provide GSM cellular services in the GSM path 900 and GSM 1800. Community at this time became more selective in choosing telecommunications operator. They immediately turned away when they use products that provide a high rate and does not match the quality of services that were provided by the operator. Value-based pricing is one of the methods used to determine the amount of a tariff. Through this method will be proposed XL Prepaid tariff scale. Determining the amount of this tariff will be considering over the benefit they receive with the price they pay, which is depicted on the map customer value, and consider on customer willingness to pay, and government regulation is also a goal the company. XL Prepaid position on the map when the value of customer service compared to competitors (IM3), located in disadvantage areas. This means that the benefit received by consumers, not comparable with the price they pay. To find out what components tariffs that consumers use a priority Klein Grid Matrix. And based on customer willingness to pay, akan known consumer willingness to pay for each of the variables included in the tariff attributes.

Keywords: *map the customer's value, customer willingness to pay, prepaid, the amount of tariffs, tarif.*