

ABSTRACT

One of *broadband* services in Indonesia who adopt the CDMA EV-DO technology (Evolution Data Optimize) is PT. Smart Telecom Tbk. These operator are at frequency of 1900 MHz. By adopting this technology, will allow to access the speed of Internet up to 3.1 megabits per second (Mbps) for download (*download*) or 1.8 megabits per second (Mbps) to send or upload data (*upload*).

Nowadays, the user of data or Internet access service is undergoing significant growth. Per year, the user of Internet data access has been increased. This causes the emergence of new players in the *broadband* industry in Indonesia, which caused fierce competition among the players. Intense competition makes old operator should be more vigilant, lest the market they already have moved to another operator. Competition occurs can be seen from the impact of the fare. Fare is one of attractive factor for consumers when he/she decides which operator will be selected. There needs to be evaluated at any time on the fares, in order applied to fares on a product may be in accordance with the rapid competition. One of the ways that can be used to achieve this goal is the establishment of fares based on the *value* of a product.

In this research, will get to know how consumer perception of *value* provided by Smart *broadband* service, which will be relied upon in determining the fare proposal. To determine the *perceived value* of service, measured by comparing the *benefits* received by customers at the expense of the price they pay to consume the service. Then the value will be compared with Telkomselflash as the main competitor and will be mapped on the *customer's value map* to find out the position against competitors Smart *broadband*. To know the level of consumer willingness to pay (customer willingness to pay) used *price sensitivity meter* method. To be able to know the fare value that still needs to be improved, then using of the *performance-importance matrix*, based on the matrix can be known attribute whichever rate is still low-level performance and high interest rate so that the first priority in determining the fare proposal. Besides that, the existing fare services, fare competitors, interest rate component of price, costs, and regulation is the basis of determine the fare strategy.

Proposed recommended rates are as follows:

Fare Component	Fare
Subscription fare / month Platinum package	Rp 140.000
Subscription fare / month Silver package	Rp 67.500
Subscription fare / month Ultimate package	Rp 247.500
Subscription fare / month Regular package	Rp 40.500

Of the proposed fare is given, can give the profit for PT Smart Telecom Tbk. amounting to Rp 1,626,418,444,145.93.

Key words: *the customer's value map, customer willingness to pay, fare.*