ABSTRACT

"TELKOMFlexi" representing new service product of PT TELKOM that use Wireless CDMA technology. This new product give their customer sophisticatedly communication facilities. This product is launched to fill gap between fixed line and mobile phone. For this launched, company need an information about how big the acceptance of society to this new service product to become market share picture and consideration in compiling marketing strategy.

Markov Chain method represent one of the analyzer that able to be utilized to know attainment market share of product to competitor product for the duration in the certain future along with change pattern of market that happened until the state steady condition. But because "TELKOMFlexi" just launched and many society still not knowing it yet, then market share prediction for this product is relied on level of consumer interest and not compared to competitor product.

This research was done by propagating kuisisioner to know level of consumer interest to "TELKOMFlexi", attribute made account for the "TELKOMFlexi" product and choice promotion media resident of Sura bay a to be used for the formulation of marketing strategy.

In this research, besides used Markov chain analysis (First Order Markov Chain and High Order Markov Chain) as a means of especial analysis, we also used some other analysis appliances, that is analysis importance of attribute (using value expected and mean comparison) and analysis depended (crosstab).

From first order Markov chain method analysis, obtained market share for "TELKOMFlexi" is equal to 19%, and with high order Markov chain method, market share for "TELKOMFlexi" is equal to 18.74%, while pursuant to result of survey market share for this product is equal to 4.3%. Result from analysis of mean comparison and expected value that have been made, the account of attribute of this service product by society of Surabaya is pulse price and most interesting promotion media according to society of Surabaya is television.

The result used as consideration compilation of marketing strategy "TELKOMFlexi" by emphasizing at pulse price attribute that society more interest in this new service product.