ABSTRACT

Growth of information and technology aspect recently indicating increasing in the form of seluler products and also other supporting communications infrastructure. Highly frequency of usage of cellular phone product, making consumer try to look for the most economic cellular telecommunications service operator with their needs. So that PT. Telkom as operator of prepaid card Flexi Trendy CDMA must comprehend the competition condition that happened between others prepaid card operator phone with bases of GSM and CDMA technology. Formulation of competition strategy done by using approach of Quality Function Deployment method, entropy weight and game theory with simplex method. QFD method used to know attributes that expected by consumer in choosing prepaid card and technical response as management action to increase the quality of products and service of Flexi Trendy. To priorities of customer desire based on company perspective use entropy weight. While to know competitiveness excellence of Flexi Trendy to its competitor i.e Simpati, IM3, Pro XL and Fren using game theory with simplex method. This research result a recommendation in the form of competition strategy that can done by Flexi Trendy in the competition with other telephone prepaid card that based on sinerry of QFD and game theory method. From result of game value show Flexi Trendy have excellent attribute to its competitor with conversation tariff in the same operator, ability of internet access, main card price and card availability in market with SQC low talk fee, low price main card package and addition of card outlet. While attribute that must getting development priority are coverage area, feature which offer and quality of clearness voice with priority action are addition of BTS and receiver and service agreement with other operator.

Keyword : Flexi Trendy, Code Division Multiple Access, Quality Function Deployment and Game Theory.