

ABSTRACT

Setting product's price is not only gather information and take quantitative analysis to reveal the price range that generate high profits for the company, but also requires rational approach to set prices based on the realities of the market environment, including competition issues and consumer preferences. The complexity of the process to generate product's price, especially in the case products that require changes in pricing scenarios (price plan) on a regular basis, such as products with bundling structure, or add-ons, can be facilitated by the research process through online media in the form of an application. With the use of online services in an application, the process of marketing research for setting the price from create questionnaires, conduct survey, analyze and interpret the data to obtain the price plan can potentially be done more easily than the conventional calculation method.

Price plan online application system is a system application that can help the company setting their product's price based on consumer preferences. Analysis and design application system for setting the product's price plan are using choice-based conjoint analysis as a methodological approach based on consumer preferences. The functions that can be developed on the application system price plan online include: account management, build questionnaire or task survey, survei online, calculation of analysis and testing data (data analysis), build product concept and simulation scenarios (price plan simulation), and sensitivity analysis calculation of profit (price sensitivity analysis).

Keywords: Price, Choice Based Conjoint Analysis, Price Plan, Analysis and Design System, Pricing Research