

ABSTRACT

Growth of technological and information which grow in high speed these days, push telecommunications company conduct the development of data communications. Development of High speed communication service in Indonesia grow in high speed along with people need to internet access rise up. But growth of internet consumers in Indonesia still a few than internet users. APJII (Asosiasi Penyelenggara jasa Internet Indonesia) as calculated that total internet consumers about 1.300.000 and internet user about 12.000.000 until the end 2004. PT. Telkom as one of player in the field of Infocom, answering the result of released by APJII that amount of consumer of internet which still a few in Indonesia as business opportunity newly. Based on that, PT. Telkom launches the service of internet Speedy. In order to minimize the risk of mistaken in Speedy investment decision, Speedy need business feasibility study as suggestion before choosing the investment decision, to avoid the sunk cost as impact of unfeasibility investment. So that, the subject of this research is whether this new service (Speedy) of PT. Telkom as an opportunity for increasing customer, will increase the PT. Telkom revenue.

Market aspect testing is done through survey by distributing questioner as research instrument in order to find out customers' interest and profile towards the offered service. Sampling technique that use is Non Proportional Stratified Random Sampling. Economy and technique aspect testing use secondary data that get from PT. Telkom as service provider.

The result of this research show that potential market for Speedy service is 52,45% which is obtained based on respondents' grade of interest for that service. For available market based on access ability variable for that service is 13,08% and for target market is 10%. Beside that, this research makes the evaluation of demand estimation for 5 years later as a correction of PT. Telkom demand estimation. In technique aspect, this research makes Deployment Plan of Speedy Access, based on of demand estimation right now. Furthermore, the result that based on scoring parameter investment, show that Speedy is feasible to realize with NPV **Rp. 7.505.011.847**, IRR **33 %** and PBP **3,83** years.

Keywords : Speedy, Market Research, Finance, Feasibility

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