

**FEASIBILITY STUDY ON ADDING NEW TV CHANNELS TO
INCREASE NEW CUSTOMER GROWTH AT USEETV**

FINAL PROJECT

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ABSTRAK

PT Telekomunikasi Indonesia (Persero) Tbk, adalah perusahaan informasi dan penyedia layanan komunikasi serta jaringan telekomunikasi di Indonesia. Telkom mengklaim sebagai perusahaan telekomunikasi terbesar di Indonesia, dengan 15 juta pelanggan telepon tetap dan 104 juta pelanggan telepon seluler. Telkom adalah salah satu BUMN (Badan Usaha Milik Negara) yang 52,09% sahamnya saat ini dimiliki oleh Pemerintah Indonesia, dan 47,91% dimiliki oleh publik. Telkom juga menjadi pemegang saham mayoritas di 13 anak perusahaan, seperti PT Telekomunikasi Seluler (Telkomsel), Telkom Akses, Telkom Metra. Telkom menyediakan layanan kabel tetap (telepon tidak bergerak), layanan telepon tidak bergerak nirkabel (telepon nirkabel tidak bergerak), layanan telepon seluler (layanan seluler), data / internet dan layanan multimedia lainnya. Salah satu layanan yang disediakan oleh PT Telkom adalah UseeTV. Jumlah pelanggan baru UseeTV meningkat tetapi persentase pertumbuhan pelanggan baru sebagian besar menurun. Untuk meningkatkan pertumbuhan pelanggan baru bisa dilakukan dengan menambahkan saluran baru. Berdasarkan survey dari Kementrian Komunikasi dan Informatika, orang-orang di Indonesia suka menonton saluran berita.

Setelah itu, studi kelayakan dilakukan untuk menentukan apakah bisnis tersebut layak untuk dilakukan. Hasil dari studi kelayakan didasarkan pada nilai NPV, PBP, dan IRR. Berdasarkan NPV, bisnis ini layak karena hasil PW adalah Rp 37,644,096,969,417,- dan BCR (1.06) nilainya lebih dari 1. Dan kemudian berdasarkan PBP investasi akan kembali dalam 4 tahun dan 8 bulan. Ini berarti proyek tersebut layak.

Keyword: Feasible, NPV, IRR, PBP, UseeTV

ABSTRACT

PT Telekomunikasi Indonesia (Persero) Tbk, is an information and communication company and a complete telecommunication network and service provider in Indonesia. Telkom claims to be the largest telecommunications company in Indonesia, with 15 million fixed telephone subscribers and 104 million cellular telephone customers. Telkom is one of the BUMN (Badan Usaha Milik Negara) whose 52.09% shares are currently owned by the Government of Indonesia, and 47.91% are owned by the public. Telkom also becomes the majority shareholder in 13 subsidiaries, such as PT Telekomunikasi Seluler (Telkomsel), Telkom Akses, Telkom Metra. Telkom provides fixed cable services (fixed wireline), fixed wireless services (fixed wireless), mobile telephone services (mobile services), data / internet and other multimedia services. One of the services provided by PT Telkom is UseeTV. The number of UseeTV new customer is increasing but the percentage of new customer growth is mostly decreasing. To increase the new customer growth can be done by adding new channel. Based on Kementrian Komunikasi dan Informatika, people in Indonesia like to watch news channel.

After that the Incremental analysis are conducted to determine whether the business are feasible to conduct. The result from the Incremental analysis are based on PW and BCR, this business are feasible because the result of PW are Rp 37,644,096,969,417,- and the BCR (1.06) value are more than 1. And then based on PBP the investment will have its return in 4 years and 8 months. This means that the project is feasible.

Keyword: Feasible, PW, BCR, PBP, UseeTV

OFFERING SHEET

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I dedicate this Final Project

For my greatest support system in life

My Mother and My Father

Thank You for Everything

ACKNOWLEDGEMENT

Assalamu'alaikum Warahmatullah Wabarakatuh

Praise the presence of Allah Subhanallahu wa Ta'ala, because thanks to His grace and His help, the author can complete the Final Project with the title **“FEASIBILITY STUDY FOR ADDITION OF NEW TELEVISION CHANNELS TO IMPROVE USEETV NEW CUSTOMER GROWTH ”**. This report is used to fulfill the task as one of the requirements of graduation. This task is intended in addition to fulfilling the passing requirements in practical work, also intended to assist the company in solving the problem to increase new customer growth.

On this occasion the author would like to say his greatest thanks to:

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In this final project I realize there are still many mistakes due to the limited ability, knowledge and experience that author have, so the final project is still far from perfect. Therefore, I expect input from all parties, for the improvement and perfection of this final project in the future. So that I can convey. Hopefully this report can be useful to me in particular and readers in general.

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CHAPTER I INTRODUCTION

I.1. Background

According to Media Partners Asia (MPA), Indonesia is a potential market for the Pay TV Industry, Indonesia has the 4th highest population in the world. In 2013 MPA predicted that the prospect of pay TV in Indonesia would penetrate 7 million customers in 2017, although in 2012 the number of new pay TV customers was 2.4 million. MPA revealed that the increase was due to economic growth and the increase of middle class people in Indonesia as well as changes in the habit of watching trendy reality shows in the world.

In 2014 MNC play entered into the FTTH (Fiber To The Home) business whose technology is the same as IPTV(Internet Protocol TV) which is using fiber optic cable. Until finally in early 2015 PT. Telkom Indonesia officially launched triple play service products, namely cable TV Interactive TV, internet service, and home telephone. Indihome triple play uses IPTV technology. Interactive TV in question is the presence of several features that are not available in other paid TV operators namely pause, Rewind TV, TV On Demand, Video On demand. Furthermore, in 2015 Biznet re-branding the trademark that was formerly called max3 refurbished to Biznet and releasing the name Home Internet + Cable TV program was changed to Biznet Home Combo.

IndiHome Fiber is a leading digital service that uses fiber optic technology that offers Triple Play services consisting of home-based Internet (Fixed Broadband Internet), landline (Fixed Telephone) and interactive TV (UseeTV). IndiHome also offers Dual Play services, consisting of Fiber Internet (Fast Internet) and Home Phones (Fixed Phones) or Fiber Internet (fast Internet) and interactive TV (UseeTV). UseeTV is the first interactive TV service in Indonesia. In addition to providing services, such as Pause and Rewind, Video on Demand, Video Recording and others. Even more fun, customer can choose premium channel options. Subscribe immediately and enjoy the excitement of watching IndiHome on UseeTV. UseeTV provides many TV channels both nationally and internationally. Following is the channel list for UseeTV,

Table 1.1. List of UseeTV Channel

No.	Channel Name	Explanation
1.	Jak TV	Local Channel
2.	Bali TV	Local Channel
3.	JTV	Local Channel
4.	Bandung	Local Channel
5.	UseePrime	Local Channel
6.	UseeInfo	Local Channel
7.	Fashion TV	Lifestyle
8.	Fashion One	Lifestyle
9.	Nat GEO People	Lifestyle
10.	Eat & Go	Lifestyle
11.	Startup Channel	Lifestyle
12.	Home Shopping Channel	Lifestyle
13.	Dreamworks	Kids
14.	Babyfirst	Kids
15.	Spacetoan Plus	Kids
16.	Da Vinci Learning	Kids
17.	Dunia Anak	Kids
18.	Dreamworks HD	Kids
19.	Nat Geo Wild	Knowledge
20.	National Geographic	Knowledge
21.	Nat Geo Wild HD	Knowledge
22.	Zee Bioskop	Movies
23.	Galaxy	Movies
24.	Bioskop Indonesia	Movies
25.	RED	Movies
26.	Thrill	Movies
27.	Fox Family Movies	Movies
28.	FLIK	Movies
29.	Red by HBO HD	Movies
30.	Fox Family Movies HD	Movies
31.	T-Music	Music
32.	C Music TV	Music
33.	Channel V	Music
34.	Prambors	Music
35.	Fight Sports	Sport
36.	Bein Sports 1	Sport
37.	Bein Sports 2	Sport
38.	Bein Sports 3	Sport
39.	Bein Sports 1 HD	Sport
40.	Bein Sports 2 HD	Sport
41.	Fox Sports	Sport
42.	Fox Sports 2	Sport
43.	Fox Sports 3	Sport
44.	MTA TV	Religion
45.	MQ TV	Religion
46.	TV9 Nusantara	Religion
47.	Khazanah	Religion
48.	Al Quran Al Kareem	Religion

No	Channel Name	Explanation
49.	TV Mu	Religion
50.	TVRI	FTA National
51.	Trans TV	FTA National
52.	Trans 7	FTA National
53.	SCTV	FTA National
54.	ANTV	FTA National
55.	Indosiar	FTA National
56.	TV Edukasi	FTA National
57.	RTV	FTA National
58.	Net.	FTA National
59.	Metro TV	News National
60.	CNN Indonesia	News National
61.	TV One	News National
62.	Berita Satu	News National
63.	Kompas TV	News National
64.	Lejel Home Shopping Live	Home Shopping
65.	Lejel Home Shopping Reguler	Home Shopping
66.	MNC Shop	Home Shopping
67.	Starworld HD	General Entertainment and TV Series
68.	KTX	General Entertainment and TV Series
69.	TVN	General Entertainment and TV Series
70.	KBS World	General Entertainment and TV Series
71.	AniPlus	General Entertainment and TV Series
72.	Waku Waku Japan	General Entertainment and TV Series
73.	KPlus	General Entertainment and TV Series
74.	Kplus HD	General Entertainment and TV Series
75.	Hi Indo	General Entertainment and TV Series
76.	Dunia Lain	General Entertainment and TV Series
77.	Tahan Tawa	General Entertainment and TV Series
78.	Showcase	General Entertainment and TV Series
79.	FOX	General Entertainment and TV Series
80.	FX	General Entertainment and TV Series
81.	Zee Hiburan	General Entertainment and TV Series
82.	Insert	General Entertainment and TV Series
83.	Daai TV	General Entertainment and TV Series
84.	Australia+	General Entertainment and TV Series
85.	Arirang	General Entertainment and TV Series
86.	Starworld	General Entertainment and TV Series
87.	NHK WorldTV	General Entertainment and TV Series
88.	TV5 Monde	General Entertainment and TV Series
89.	Horee Channel	General Entertainment and TV Series
90.	Citra Drama	General Entertainment and TV Series
91.	Euro News	News International
92.	Bloomberg	News International
93.	CNBC Asia	News International
94.	Channel News Asia	News International
95.	Al Jazeera	News International
96.	France 24	News International
97.	Citra Enertainment	General Entertainment

UseeTV has a total of 97 channels that can be enjoyed if we subscribe to Indihome. There are still many channel lists that are not yet available on UseeTV which can be added to attract customers to want to install Indihome services in their homes. Some examples of channels that have not been added include ESPN, Mtv, BBC, and many more. Although UseeTV have a variety of channels, but can be seen in table 1.2 that the number of customer growth tends to decrease.

Table 1.2. Customer Growth

Division (Area)	2018-08	2018-09	2018-10	8th month to 9th	Growth 8th month to 9th	9th month to 10th	Growth 9th month to 10th
1	260,577	267,015	272,794	6,438	2.47%	5,779	2.16%
2	426,787	438,167	447,614	11,380	2.67%	9,447	2.16%
3	193,160	194,627	196,707	1,467	0.76%	2,080	1.07%
4	201,364	204,069	205,746	2,705	1.34%	1,677	0.82%
5	373,826	378,564	382,647	4,738	1.27%	4,083	1.08%
6	162,453	166,221	169,243	3,768	2.32%	3,022	1.82%
7	119,022	123,894	128,038	4,872	4.09%	4,144	3.34%
Total	1,737,189	1,772,557	1,802,789	35,368	2.04%	30,232	1.71%

Source PT Telkom Indonesia 2018

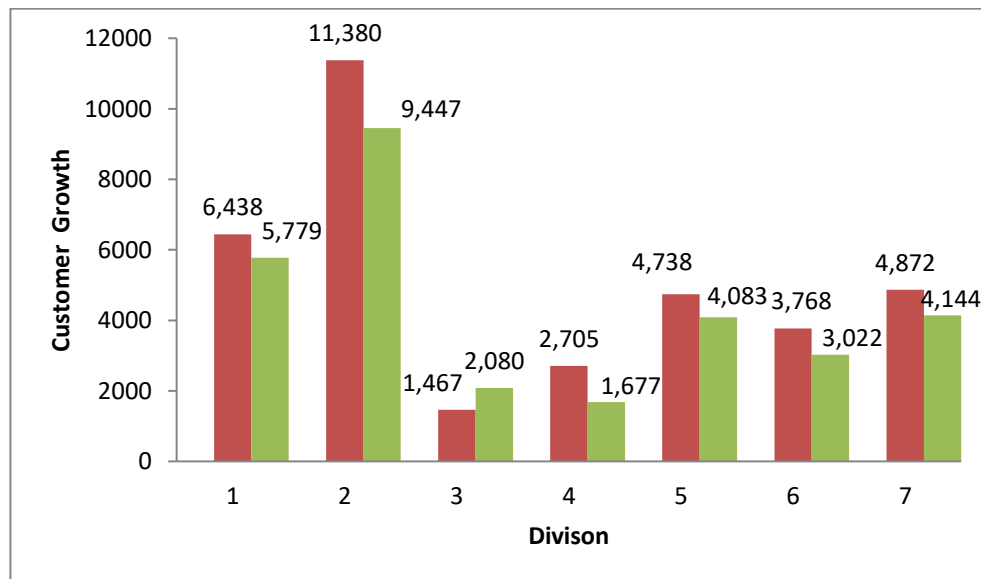


Figure 1.1. Customer Growth

Table 1.2. contains the number of Indihome customer growth. The number of new customer is increasing but the percentage of growth is mostly decreasing. As

we can see on the graph, mostly the growth are decreasing. Many factors could affect our customers growth the factors are as follows:

1. There is no money for subscription fees
2. Not satisfied with the channel package provided
3. Subscription prices are increasingly erratic even higher.
4. Faulty or problematic device.
5. The location or place of payment is too far away.
6. Disappointed with the service provided
7. Deliberately using the device.
8. Follow your neighbors or colleagues who like tracking with offset dishes.

As we can see in table 1.3 price comparison of each provider and also the number of channels offered by each provider.

Table 1.3. Price comparison of fiber optic network providers

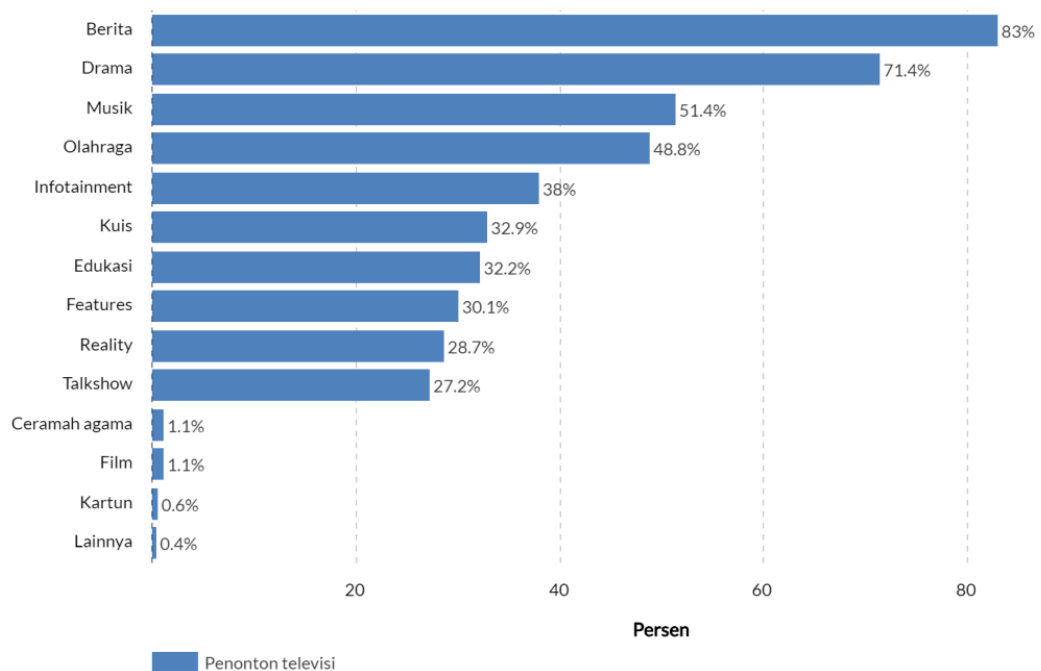
Brand	Package	Speed	Price (per Month)	Total Channels
Biznet	Combo 1	10 Mbps 25 Mbps	Rp 350.000	45channels
FirstMedia	Combo Dlite HD speed Boost	10 Mbps	Rp 504.000	104 channels (71 Channel SD, 33 Channels HD)
Indihome	Deluxe – Triple Play	10 Mbps	Rp 405.000	93 channels (84 Channels SD, 9 Channels HD)
MNC Play	Mars	10 Mbps	Rp 403.500	80 channels (70 ChannelSD 10 Channels HD)
My Republic	Fast + Star	50 Mbps	Rp 485.250	65 channels (31 channel SD, 34 channel HD)

Based on Table 1.3 above, the four home internet providers that use FTT (Fiber To The Home) technology are quite competitive in pricing and services offered. Indihome is not the cheapest one. The four providers have their own advantages and disadvantages for consumers. With the large number of pay-TV providers that exist today, business competition in these service products is also increasing in order to get the best and the best categories. TV service providers are also divided into 2 product segments, namely products with satellite network technology and fiber optic network-based service products. Paid TV service

providers compete to create marketing strategies that can affect affection, cognition, and consumer behavior (Peter, Olson 2009) for example the innovation of a product in creating the latest features that have not been widely used on paid TV competitors.

In supporting the success of competing in the pay TV business industry, market share, spur consumer buying interest or even a company's brand equity. Brand equity is added value to products and services, this value can be reflected in the way consumers think, feel and act on the brand, price, market share and profitability of the company (Kotler & Keller: 2009).

As stated in the review above PT. Telkom Indonesia has many competitors that cannot be easily defeated, as PT. Telkom Indonesia is relatively new in the pay TV industry. However, PT Telkom products dare to compete with its competitors by favoring Internet Protocol (IPTV) TV technology that has not been widely used by competitors who use satellite technology (using satellite dish). For that PT. Telkom Indonesia needs to analyze TV channels or types of entertainment watched by the Indonesian people in making decisions to add new channels to increase the volume of sales of indihome products or useeTV. Below is a chart of the types of events that TV viewers liked during year of 2016:



Source Kementerian Komunikasi dan Informatika

Figure 1.1. Favorite TV shows in Indonesia

The results of a survey conducted by the Ministry of Communication and Information describing news program is the most favorite program that is watched in Indonesia with a percentage of 83%, second place is drama with 71.40% while third place is music with 51.40%.

Because news channels are the most popular channels, here is a list of news channels available on each IPTV provider

Table 1. 4. International News Channel Comparison

Biznet	MNC PLAY	My Republic	Indihome
CNN	RT English	AL Jazeera	Euro News
BBC World	NewsAsia	BBC World News	Bloomberg
NewsAsia	AL Jazeera	CNA	CNBC Asia
Bloomberg International	BBC World	Bloomberg Television	Channel News Asia
AL Jazeera	CNN International	France 24	Al Jazeera
Cnbc	Euronews	TRT World	France 24
FOX News	Fox News		
CGTN	Sky News		
DW	Australia Plus		
TVE	NHK World		
CCTV-4	DW		
KBS World	TRT World		
NHK World			
RT Russia			
France 24			
ABC Australia			
NHK Premium			
RTR Planeta			
AL Jazeera Arabic			

Based on table 1.4. Indihome is an IPTV (Internet Pay TeleVision) provider with the fewest news channels as MyRepublic with only 6 channels. To add new customers and improve service to existing customers, PT Telkom Indonesia needs to conduct a business feasibility analysis in adding new channels to meet consumer desires based on the results of a survey from the Ministry of communication and information. News is the most favorite program here is the data of News Program with the most audience

Table 1. 5. News Channel Viewers

RANK	PROGRAM	NETWORK	VIEWERS (000)
1	TUCKER CARLSON TONIGHT	FOX NEWS CHANNEL	3,360
2	HANNITY	FOX NEWS CHANNEL	3,317
3	HANNITY	FOX NEWS CHANNEL	3,309
4	HANNITY	FOX NEWS CHANNEL	3,178
5	TUCKER CARLSON TONIGHT	FOX NEWS CHANNEL	3,081
6	HANNITY	FOX NEWS CHANNEL	3,063
7	TUCKER CARLSON TONIGHT	FOX NEWS CHANNEL	3,036
8	NASCAR CUP SERIES RACE L (MICHIGAN)	NBC SPORTS NETWORK	2,897
9	INGRAHAM ANGLE, THE	FOX NEWS CHANNEL	2,648
10	RACHEL MADDOW SHOW	MSNBC	2,603

Based on table 1.5. Fox News are dominating the top chart from 1st place until 7th place. This data was taken in August 2019. The feasibility of adding a new channel is devoted to adding news channels with more diverse content and can reach all people and also because news channel is channel with the most audience, both men and women and all ages. Based on the favorite TV survey.

I.2. Problem Formulation

Based on the background of the problems described, the formulation of the problem in this study is:

1. How to analyze the feasibility study of adding new channel in terms of market aspect?
2. How to analyze the feasibility study of adding new channel in terms of financial aspect?
3. How to analyze the sensitivity of adding new channel in terms of financial aspect?

I.3. Research Purposes

Based on the formulation of the problem described, the research objectives are:

1. To know the feasibility study of adding new channel in terms of market aspect
2. To know the feasibility study of adding new channel in terms of financial aspect
3. To know the sensitivity of adding new channel

I.4. Limitation of Research

The limitations of this study are:

1. Scope is only on adding new channels in Indihome
2. Only conduct business feasibility studies for the addition of new channels

I.5. Benefits of Research

This research is expected to provide the following benefits:

1. To find out the feasibility of adding new channel
2. As an evaluation for PT Telkom in an effort to increase sales of Indihome.

I.6. Writing System

This research is described with systematics of writing as follows:

Chapter I Introduction

This chapter contain the explanation of the research bacground, problem formulation, research objective, research limitation, research benefit, and the writing systematics.

Chapter II Literature Review

This chapter contain literature review that relevant with research problem and also discuss the result of relevant previous research. Second part of the chapter discuss the connection between the concept that become the research object and the contribution of the research.

Chapter III Research Method

This chapter explain the steps of the research which are developing conceptual model, and its systematic problem solving that consist of identifying problem, data collection, data processing, and drawing conclusion and giving recommendation.

Chapter IV Data Collection and Processing

This chapter describes the collection of data coveringprimary data and secondary data. The data will be processed instage of data processing to produce feasibility study in order to add new channel in Indihome. At

this stage also described the use of methods feasibility study in marketing and financial analysis for Indihome product.

Chapter V Analysis

This chapter describes the feasibility study for dd new channel in Indihome. other than that also described the results of the draft

Chapter VI Conclusions and Recomendations

This chapter describes the conclusions derived from research that has been done, as well as suggestions for the company and further research.

CHAPTER II LITERATURE REVIEW

II.1. Questionnaire

The questionnaires are a number of written questions that are used to obtain information as well as systematically arranged tools used as guidelines or data collection guides for research purposes (Arikunto, 2006).

II.1.1. Data Type

There are 2 types of data that can be collected using questionnaires such as quantitative data and qualitative data:

- a. Qualitative research using a questionnaire that can explore the answers of respondents so that the information obtained is more in-depth information
- b. Quantitative research uses questionnaires that can be answered faster and more easily by respondents so that the information obtained is spread information.

II.1.2. Questionnaire Type

There are 3 types of questionnaires, including:

- a. Closed-ended Question (Close Ended)
This type of questionnaire has an alternative answer given by the questionnaire maker. Answers can be either "yes or no" or multiple choice with one or more correct answers.
- b. Open Question (Open Ended)
This questionnaire gives the respondent the freedom to answer. Respondents may answer questions in their own opinion or with their own sentences without alternative questions.
- c. The Combination Between Closed and Open Questions
This questionnaire has several questions that have been given several answers to choose from and questions that answer based on respondents' own opinions.

II.1.3. Validity Test

According Sukardi (2009), validity is the degree used to measure the validity of the questionnaire. A questionnaire is valid if the question on the questionnaire is able to reveal the object to be measured by the questionnaire. The validity of the questionnaire can be said to be high if the results are measured in accordance with the intent of the measurement. Validity test has several techniques such as:

a. Bivariate Pearson (Pearson Moment Product Correlation)

In this method valid whether or not a data is tested by correlating each item score with a total score. Any question that correlates with the total score of the item indicates that the question items are capable of being supporters to reveal the object under investigation. The formula used is:

$$r_{xy} = \frac{n \sum x.y - (\sum x).(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

Information :

r_{xy} = correlation coefficient x (independent variable) and y (dependent variable)

x = score obtained subject from all items

y = the total score of each question

$\sum x$ = total score in distribution x

$\sum y$ = total score in distribution y

$\sum x^2$ = sum of squares in distribution scores x

$\sum y^2$ = sum of squares in distribution scores y

n = number of respondents

The result of the correlation value obtained from the calculation of validity test can be interpreted into the following table in the next page:

Table 2. 1. Bivariate Pearson Correlation Result

Correlation Value	Information
0	No correlation
0 – 0.25	Weak Corelation
0.25 – 0.5	Enough Corelation
0.51 – 0.75	Strong Corelation
0.76 – 0.99	Very Strong Corelation
1	Perfect Corelation

b. Corrected Item-Total Correlation

This method calculates the validity of a questionnaire by calculating the coefficients of each question item against the total score, but with the total score not included with the score of the items to be counted. If the calculated r is positive and greater than r table, then the question items can be declared valid. The formula used is as follows:

$$r_{i(x-i)} = \frac{r_{ix}S_x - S_i}{\sqrt{[S_x^2 - S_i^2 - (2r_{ix}S_iS_x)]}}$$

Information :

$r_{i(x-i)}$ = The total item validity value is corrected

r_{ix} = The correlation value of each question

S_i = Standard Deviation of the total score

S_x = Standard Deviation of each question

II.1.4. Reliability Test

Reliability test is a test to see how big the test degree measures consistently the measured goal. A data can be said to be reliable if two or more questionnaire respondents produce the same data. In other words, the reliability of a measurement is an indication of the stability and consistency in which the instrument measures the concept and helps judge the accuracy of a measurement. There are several techniques that can be used to test reliability include:

a. Alfa Cronbach

The higher the coefficient value the better the measuring instrument (Cronback, 1946). This test is one of the most commonly used tests. The formula used is as follows:

$$\alpha = \left(\frac{k}{k-1} \right) \cdot \left(1 - \frac{\sum S_i^2}{S_x^2} \right)$$

Information :

α = Cronbach alpha reliability coefficient

k = Number of question items

$\sum S_i^2$ = The number of variance of each item

S_x^2 = Total Variance

b. Test-Retest

This test tests the reliability of measurement instruments / measurements obtained repeatedly. Each subject gets the same test twice ie 2 times. The technique uses the following formula:

$$r_{xy} = \frac{S_{xy}}{S_x \cdot S_y}$$

Information :

r_{xy} = Covariant between test

S_x dan S_y = Standard Deviation of each test

II.2. Feasibility Study

II.1.1. Definition of Feasibility Study

According to the Merriam-Webster Online Dictionary, the word 'feasible' means 'capable of being done or carried out'. In a business or entrepreneurial sense, a feasibility study or analysis may therefore be understood as an investigation into something which is capable (or not) of being successful, such as the initiation and continuation of a new business venture based on a creative or novel idea.

Barringer and Ireland (2006:52) propose a simpler explanation:

“[Feasibility analysis is] a process of determining if a business idea is viable”.

According to White (2007):“A feasibility study isn’t magic, although it can have a magical effect on profitability. Rather, a feasibility study provides you with data that replace wishful thinking. The study gives you a rich, detailed and accurate picture that includes information you really need to know, rather than information that’s just easily available”.

Feasibility is the measure of how beneficial or practical the development of an information system will be to an organization. Feasibility study is the process by which feasibility is measured. (Whitten & Bentley, 2007:414)

From above description, it can be concluded that feasibility study is the analysis of the proposed project by measuring different factors to determine whether the proposed project will give benefits to the organization or not. According to Whitten & Bentley (2007:417) feasibility can be viewed from multiple perspective, there are 6 categories of feasibility tests, as follows:

1. Operational feasibility is a measure of how well a solution meets the identified system requirements to solve the problems and take advantage of the opportunities envisioned for the system.
2. Cultural (or political) feasibility is a measure of how people feel about a solution and how well it will be accepted in a given organizational climate.
3. Technical feasibility is a measure of the practicality of a specific technical solution and the availability of technical resources and expertise to implement and maintain it.
4. Schedule feasibility is a measure of how reasonable the project timetable is.
5. Economic feasibility is a measure of the cost-effectiveness of a project or solution.
6. Legal feasibility is a measure of how well a solution can be implemented within existing legal and contractual obligations.

II.1.2. Stages of Business Feasibility Study

According to Kasmir and Jakfar (2008), the feasibility study stage business needs to be done correctly so that the goals can be achieved. The stages of the feasibility study areas follows:

1. Collection of data and information

Collect data and information qualitatively and quantitative. Data collection can be obtained from various reliable sources, such as the Central Bureau Statistics (BPS), Bank Indonesia (BI) and so on.

2. Perform data processing

After the data and information needed is collected, then the next step is to process data and information. Data processing is done correctly and accurately with methods and sizes that are commonly used in business.

3. Data Analysis

Data analysis to determine an eligibility criteria aspect. Business feasibility is determined by criteria those who have met the criteria according to the appropriate criteria used.

4. Make a decision

If it has been measured by certain criteria and has been the measurement results are obtained, then the next step is make decisions about results.

5. Provide recommendations

The last step is to provide recommendations to certain parties to the study report that has been arranged. In recommendations, suggestions are also given if needed.

A feasibility study would help you such an event by helping you determine whether the merits of investing in the idea would outweigh the risks. When conducting the study, you should implement several stages, including

1. Idea Generation

The feasibility study begins with the formulation of the business idea, which you can obtain through the market research, family, friends, suggestion boxes or brainstorming.

2. Seeking Information

The search for information should also be involved collecting data on the business location, social conditions and the regulations regarding the product.

3. Technical Stage

It is a crucial stage in training valuable intelligence on various issues of your business, such as identifying suppliers, functionality, health and safety, and legal matters.

4. Filing the report

After ascertaining the viability of the business idea, file the project report to the appropriate authorities, such as the board of directors or the CEO

Suliyanto (2010) Activities for preparing business feasibility studies not only done when there is an idea to start a business really new, but a business feasibility study is also needed when business people will do the following rights:

1. Pioneering a new business

When a businessperson will start a new business, business feasibility studies are conducted to find out whether businesses that will be pioneered properly or not to be carried out.

2. Developing an existing business

When a business person will develop business, a business feasibility study is conducted to find out whether the idea of business development is feasible or not for run.

3. Choose the most type of business or investment / project profitable

Often investors and business people are faced with problem for choosing a business type or investment / project because of limited costs for investment. So that investment choices can be optimal, so studies are needed business feasibility to make choices from various alternatives existing investment.

II.1.3. Purpose of Business Feasibility Study

According to Kasmir and Jakfar (2008) the purpose of a business feasibility study is to avoid the risk of major failure from unfavorable activities. Business feasibility studies are made for various parties, both for internal companies and external companies. There are five objectives Why before a business or business is run it needs to be studied feasibility, namely:

1. Avoid the risk of loss
Risk of loss for the future full of uncertainty, in this case the function of study feasibility to minimize the good risks that can controlled or unmanageable.
2. Facilitate Planning
Planning includes how much funds needed, when will the business be run, where, how implementation, how much profit will be obtained and how to monitor it if it occurs deviation.
3. Facilitate Job Implementation
With a plan that has been arranged so very facilitate business implementation, business operations can be done systematically.
4. Facilitate Supervision
By implementing the project as planned make it easy to supervise the course of the business.
5. Easy control
If it can be monitored, if there is a deviation there will be easily detected, making it easy to control the deviation.

II.1.4. The Aspects of business feasibility studies

1. Legal Aspects

According to Kasmir and Jafkar (2012) Legal aspect, discussing the issue of completeness and validity company documents, from the form of business entity, to permits which are owned. (Aspect aw, discussing issues of completeness and validity company documents, starting from the form of business entity, to permission to have). Sulyanto (2010: 15-20) said the legal aspects were discussed regarding any legal provisions must be fulfilled before run a business. The goal is for business it is in accordance with legal provisions and is able to fulfill all licensing requirements in the region. The required business permit is a deed establishment of a company from a notary public, Taxpayer Identification Number (NPWP), Company Registration Certificate (TDP) and License local place of business Sulyanto (2010: 33).

2. Market and Marketing Aspects

Marketing management is the art and science of choosing target markets and reaching, sustaining, and growing customers by creating, delivering, and communicating superior customer value. (Kotler, 2013). A business idea declared appropriate based on market and marketing aspects if the idea the business can produce acceptable products market (needed and desired by prospective customers) with profitable sales level. Specifically analyzes market aspects and marketing in the feasibility study aims to Sulyanto (2010):

- a. Analyze the demand for the product to be produced
- b. Analyzing offers for similar products
- c. Analyze availability of suppliers of factors production needed
- d. Analyze the accuracy of the marketing strategy that will used.

3. Technical Aspects

Sulyanto (2010) several things that need to be understood in relation to technical and technological aspects is the determination business location, business layout, equipment selection and technology. Specifically analysis of technical and technological aspects in the study eligibility aims to:

- a. Analyze the feasibility of location to run a business
- b. Analyzing the scale of production to achieve economic scale
- c. Analyze the criteria for machine and equipment selection technology to run the production process
- d. Analyzing factory layout, building layout and facilities
- e. Analyzing the technology to be used

Sulyanto (2010) the main variables in the election Business location is:

- a. Availability of raw materials
- b. Location of the intended market
- c. Availability of energy, water and communication facilities
- d. Availability of labor
- e. Availability of transportation facilities

Sulyanto (2010) Things to consider in selection of machines and equipment, namely:

- a. Compliance with technology

- b. The cost of acquiring machinery, equipment and technology must be appropriate with the amount of budgeted investment costs
- c. The engine capability of the equipment to be used must be appropriate with the planned production area.
- d. Availability of suppliers
- e. Availability of spare parts
- f. Engine quality
- g. Economic age

The most advanced technology is not necessarily in accordance with the conditions company. Therefore the choice of technology must be considering expected economic benefits. Besides economic benefits, there are a number of things that need to be considered in the selection of technology, namely:

- 1) The ability of the workforce to use technology
- 2) Compatibility of technology with raw materials used
- 3) Possibility to develop technology in the future will come
- 4) Success in using technology elsewhere

4. Financial aspect

According to Kasmir and Jafkar (2012) Financial Aspects, assessing what costs will be incurred and how much the costs will be be incurred. Then examine how much revenue will be received, how long reinvested investments, business financing sources, and the prevailing interest rate. (Financial aspects, assessing costs what will be issued and how much the costs will be to be issued. Then examine how big income to be received, how long is the investment will be reinvested, business financing sources, and levels applicable interest). Rangkuti (2012), analysis of the feasibility of internal financial aspects business aims to learn things that are related to cash flow and funding sources and projections finance, both income and expenses that may occur during the production and operational period of the planned project. That way investors who invest in a project can find out the cost plan needed and the projection of the results that will be obtained by the investment will be implanted. Suliyanto (2010) Specifically the study of financial aspects in the feasibility study aims to:

- a. Analyze the source of funds to run a business
- b. Analyze the size of the investment costs needed
- c. Analyzing the amount of working capital requirements needed
- d. Projecting the operating profit loss that will be carried out
- e. Projecting the cash flow of the business to be carried out
- f. Projecting the balance sheet of the business to be carried out
- g. Analyze the source of funds to run a business
- h. Analyze the rate of return on investment invested based on several analysis of investment feasibility, such as the Discounted Payback Period (DPP), Net Present Value (NPV), Profitability Index (PI), Internal Rate of Return (IRR) and Average Rate of Return (ARR).

II.3. Incremental Analysis

Incremental analysis, or also known as differential or marginal analysis, is a decision making technique that is used to determine differences in income and costs between various alternative decisions. This analysis uses the concept of cost behavior to analyze how each cost, both variable and fixed, will affect different alternatives in the future. Incremental analysis is widely used for making short-term decisions and allows management to carry out more accurate analyzes in a short time.

The main aspect of incremental analysis is to correctly identify relevant revenues and costs among various alternatives. There are three cost components that will arise and must be separated which are relevant and which are not in conducting the analysis process, namely:

II.3.1. Sunk Cost

Sunk costs are costs that have already been incurred or have been incurred by the company and have no impact on the decision making process. This fee is irrelevant for the decision making process because the money already spent cannot be withdrawn. However, management still often takes these costs into account in making decisions or commonly called the sunk cost phenomenon. Examples of sunk costs include research and development (R&D) costs, investment costs for assets that turn out to be poor returns.

II.3.2. Opportunity Cost

Opportunity cost is a lost opportunity because the company chooses a certain alternative over other alternatives. The lost opportunity can be in the form of lost income, lost contribution margin, and so on. An example of an opportunity cost is that you choose to use your money to build a branch office in another city when the money can actually be invested in certain investment instruments. For this choice, an opportunity cost arises in the form of income from investment. Opportunity costs must be taken into account in the decision making process, especially if the company has limited resources, for example limited production capacity, limited amount of cash, and others.

II.3.3. Relevant Cost

Relevant costs are costs that can be used as information for decision making. There are two conditions of the relevant cost, namely:

1. The costs have not yet occurred and these costs will only occur if the decision chosen by the company is implemented.
2. The fee is different for each different alternative. Although these costs have not been incurred, if for each alternative the costs are the same, the costs are also irrelevant in decision making. One example of the same cost for each different alternative is fixed costs

II.4. Risk Analysis

Risk management is the process of measuring or assessing risk and developing management strategies. Risk management aims to manage risk so that the organization can survive, or perhaps optimize the risk of uncertainty. Basically, risk management is carried out through the following processes: Risk identification, Risk evaluation and measurement, and Risk Management. Risk Identification, Identification of risks accurately and completely is vital in risk management. One important aspect of risk identification is to list as many risks as possible. Risk Evaluation and Measurement, The purpose of risk evaluation is to find out better risk characteristics about the risks that occur can facilitate us to manage these risks (Mallman, 1996), Risk Management, the next process is managing risk. If the organization fails to manage risk, the consequences received can be quite serious, for example large losses can even go bankrupt. Risk management can be done in

various ways, such as avoidance, retention, diversification, or transfer to other parties .

Risk mapping is a continuation of the risk assessment stage, where risks are arranged according to specific groups so that management can identify the character of each risk and determine the appropriate action for each risk. The mapping technique used in this study is two-dimensional mapping, namely the possibility of risk occurrence and the impact if the risk occurs. The first dimension, likelihood, states the likelihood that a risk will occur. The higher the chance of a risk occurring, the more attention is needed. Conversely, the lower the likelihood of a risk occurring, the lower the interest of management to pay attention to the risk in question. In this study the dimensions of possibility are divided into five categories, namely almost never, impossible, possible, likely, and almost certain.

Table 2.2. Risk Analysis Possibility.

Possibility			
Level		Description	
1	Almost Never	Almost Never Happened	Not happened in 5 years
2	Unlikely	Possible Occurrence But Small (Uncommon)	Occurs 1 time in 5 years
3	Possible	Might Happen (Sometimes)	Occurs 1 time in 2 years
4	Likely	Most likely to occur (often)	Occurred 1-4 times in a year
5	Almost Certain	Almost Always Happens (Very Often)	Occurs > 5 times in 1 year

The second dimension is in the form of impact, which is the level of emergency or the costs incurred if the risk faced really becomes a reality. The higher the impact of a risk, the more it needs to get special attention. Conversely, the lower the impact of a risk, the lower the interest of management in allocating resources to deal with the risks faced. In this study the dimensions of impact are divided into five categories, namely minor, moderate, severe, major, and worse case.

Table 2. 3. Impact Level

Level		Description
1	Minor	Very Small Impact
2	Moderate	Small Impact
3	Severe	The impact is quite large
4	Major	Large Impact
5	Worse Case	Very Large Impact

From the two dimensions then an impact and possibility matrix is made, as shown in the Figure below, where the matrix is then divided into five quadrants according to the priority level or priority level of handling of risks faced by telkom.

Possibility	Almost Certain	Medium	High	High	Extreme	Extreme
	Likely	Low	Medium	High	High	Extreme
	Possible	Low	Medium	Medium	High	High
	Unlikely	Low	Low	Medium	Medium	High
	Almost Never	Very Low	Low	Low	Low	Medium
		Minor	Moderate	Service	Major	Worst Case
		Effect				

Figure 2. 1 Impact Possibility Matrix

CHAPTER III RESEARCH METHODOLOGY

III.1 Conceptual Model

Conceptual model is a picture that shows the mindset of looking at and settle existing problems. the following conceptual model for this research:

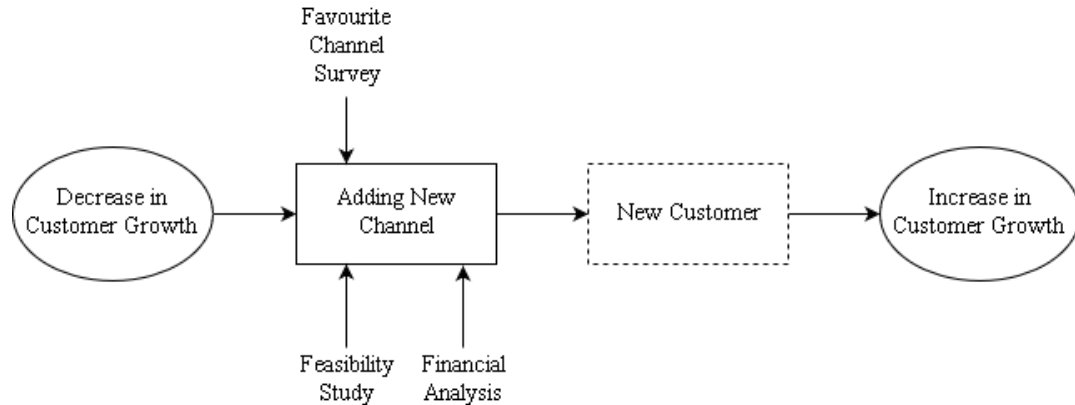


Figure 3.1. Model Conceptual

From the picture above shows the relationship between adding new channel within increasing customer growth. Adding new tv channels can attract new customers to subscribe to UseeTV. There are many factors that influence the purchase of broadcasting rights for new TV channels including, TV audience statistics in Indonesia, financial analysis, and feasibility analysis. Favourite Statistical data on the types of TV channels watched by audiences in Indonesia have been provided by the government. Financial analysis and feasibility analysis will be carried out in the next chapter. Financial analysis and feasibility analysis will determine whether the addition of TV channels must be done by the company to increase the growth of new customers or not.

III.2 Problem Solving Systematics

Problem solving systematic is divided into five stages, namely preliminary stage, data collection stage, the feasibility analysis stage, financial dan sensitivity analytic stage, and conception and recommendation stage that describes in the figure on the next page:

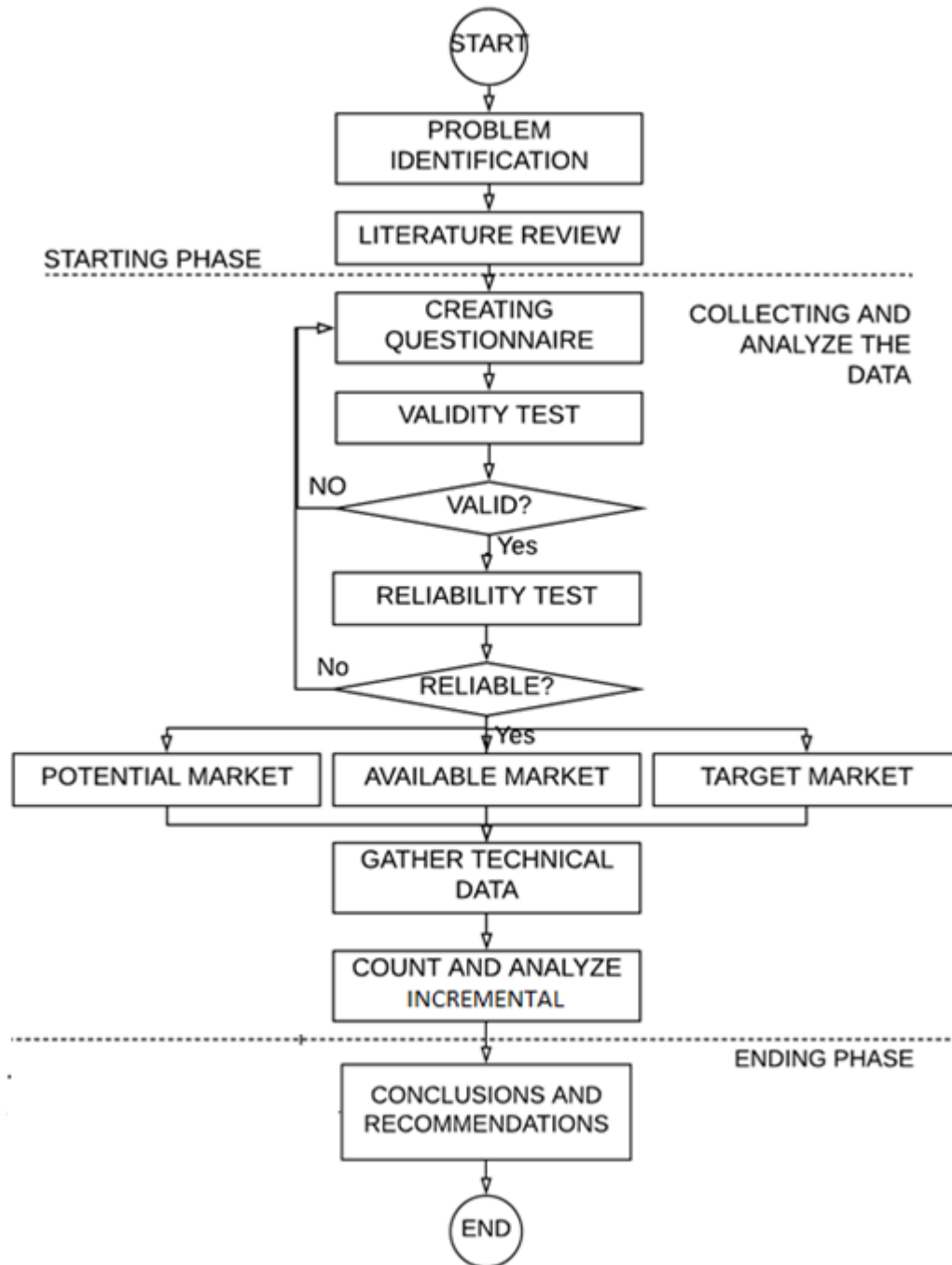


Figure 3.2. Problem Solving Systematic

The diagram above explains the steps that will be taken for this final project. Generally grouped into three groups of stages, namely starting phase, collecting and analyze the data stages, and stages of conclusions and suggestions. At the starting phase stage, the author will set research objectives and decide on the data we need to get. In the data collecting and analyze the data stages, the author will collect data

from the field and also process the data use these selected method. The last stage, the author will make conclusions and suggestions from the research.

III.2.1 Starting Phase Stage

This research begins with observation at UseeTV to identify the problems that happened to the company. In this case the problem that occurred at UseeTV is how to increase demand of consumer to its IPTV channel and how to adding a new channel to solve the problems.. Based on the identification results obtained information which where with the results of the information and then described the research system. Output from the description of this system is a system that will be used to solve problems to analyse Feasibility study about adding new channel at UseeTV.

III.2.2 Collecting and Analyze the Data Stage

Collecting and analyzing data stages is the process of collecting the data needed and also analyzing the data. In this stage, the data collected are primary data. Primary data is data obtained by researchers directly from the original source in the field. The primary data that needed for this research is company market target, vision and mission of the company, organizational structure and final year report. The solving methods related to analysis of data used in certain ways and methods. In this study, the method of data analyzing is done by methods based on the aspects used. The following is an explanation for each aspect:

1. **Market Aspects**

Data from this aspect is obtained from the survey that had been held by *Kementrian Komunikasi dan Informatika*

2. **Technical Aspects**

Data from this technical aspect is the data that will be used for the technical implementation process of the business and its operations. This technical aspect emphasizes the technical selection of the technology used can be implemented properly or not.

3. Financial Aspects

Data from this aspect is used to find out the estimates in the financial plan and cash flow, so that it can be known whether the business is feasible or not. The method that can be used in this study is a method of incremental analysis.

III.2.3 Discussion Result

The last stage in this research is in the form of conclusion and suggestion. The conclusions are based on the results of data collection, design, strategy design, and analysis that have been done before. Suggestions addressed to the company to either accept the result of analyze the business feasibility of adding new channels on UseeTV to increase the number of consumers or to denied that.

CHAPTER IV COLLECTING AND DATA ANALYSIS

IV.1. Object of Research

IV.1.1. Company Profile

In brief, Telkom's history began on October 23, 1856, when the Government of the Netherlands for the first time in Indonesia provided the first electromagnetic telegraph services connecting Batavia (Jakarta) and Bogor. October 23 was then established as the day when Telkom was founded. Before the independence era, the Dutch government established "Post en Telegraafdienst" that provided postal and telegraph services, and formed the Bureau of Post, Telegraph and Telephone (Post, Telegraph en Telephone Dienst) which regulated the postal and telecommunications services.

After independence, the Government of Indonesia changed the company status to Perusahaan Negara Pos dan Telekomunikasi ("PN Postel") in 1961. In 1965, the Government launched a spin of telecommunications services by establishing a new entity called the Perusahaan Negara Telekomunikasi ("PN Telekomunikasi"). PN Telekomunikasi became Perusahaan Umum Telekomunikasi Indonesia (Perumtel) in 1974 and later it became a Limited Liability Company (Persero) PT Telekomunikasi Indonesia based on PP No.25 of 1991 until now.

On May 25, 1995, PT Telekomunikasi Seluler (Telkomsel) was established and marked by the launch of postpaid SIM card kartuHalo. Telkomsel has been consistent in serving the country, providing telecommunication access to the Indonesian people across the archipelago. Telkomsel is an Indonesian cellular operator and has the most extensive network that covers more than 95% of the population across the country and serve the communications need for all segments in the society.

Telkom business activities were initially divided into 12 Regional Telecommunications (Witel). In 1995, it was reorganized into seven Regional Division (Divre), Divre I Sumatra, Divre II Greater Jakarta areas, Divre III West Java, Divre IV Central Java and Yogyakarta, Divre V East Java, Divre VI Kalimantan, and Divre VII Eastern Indonesia. In the same year, on November 14,

1995, Telkom listed for the first-time its shares on the Jakarta Stock Exchange and Surabaya Stock Exchange. Telkom shares are also traded on the NYSE (New York Stock Exchange) and LSE (London Stock Exchange) in the form of ADS and was publicly offered without listing on the Tokyo Stock Exchange.

By the beginning of the second decade of the millennium, in 2012 Telkom reframed itself as the provider of TIMES (Telecommunication, Information, Media, Edutainment and Services), in an effort to increase the business value creation. In addition, Telkom also built a new image by launching a new corporate logo and tagline “the world in your hand”. A year later, Telkom expanded to other countries in Asia and America.

The new paradigm encourages Telkom to develop digital-based products and invest in telecommunications infrastructure and information. Telkom completed the submarine fiber optic cable project JaKaLaDeMa in April 2010, which links Java, Kalimantan, Sulawesi, Denpasar and Mataram. Telkom’s submarine cable stretches from Asia to Europe and America. Telkom also established the Telkom Nusantara Super Highway and True Broadband Access service, which provides internet access with 20 Mbps - 100 Mbps capacity for people across Indonesia. In December 2014, Telkom through its subsidiary Telkomsel launched 4G services commercially. In the following year, Telkom created IndiHome that provides internet access, home phone, and interactive TV (UseeTV cable TV) for its customers. (Source PT Telekomunikasi Indonesia Company Profile)

IV.1.2. Company Vision and Mission

Telkom’s vision and mission, enlisted in Telkom Long Term Plan document, which was approved and signed by the Board of Commissioners on September 26, 2016.

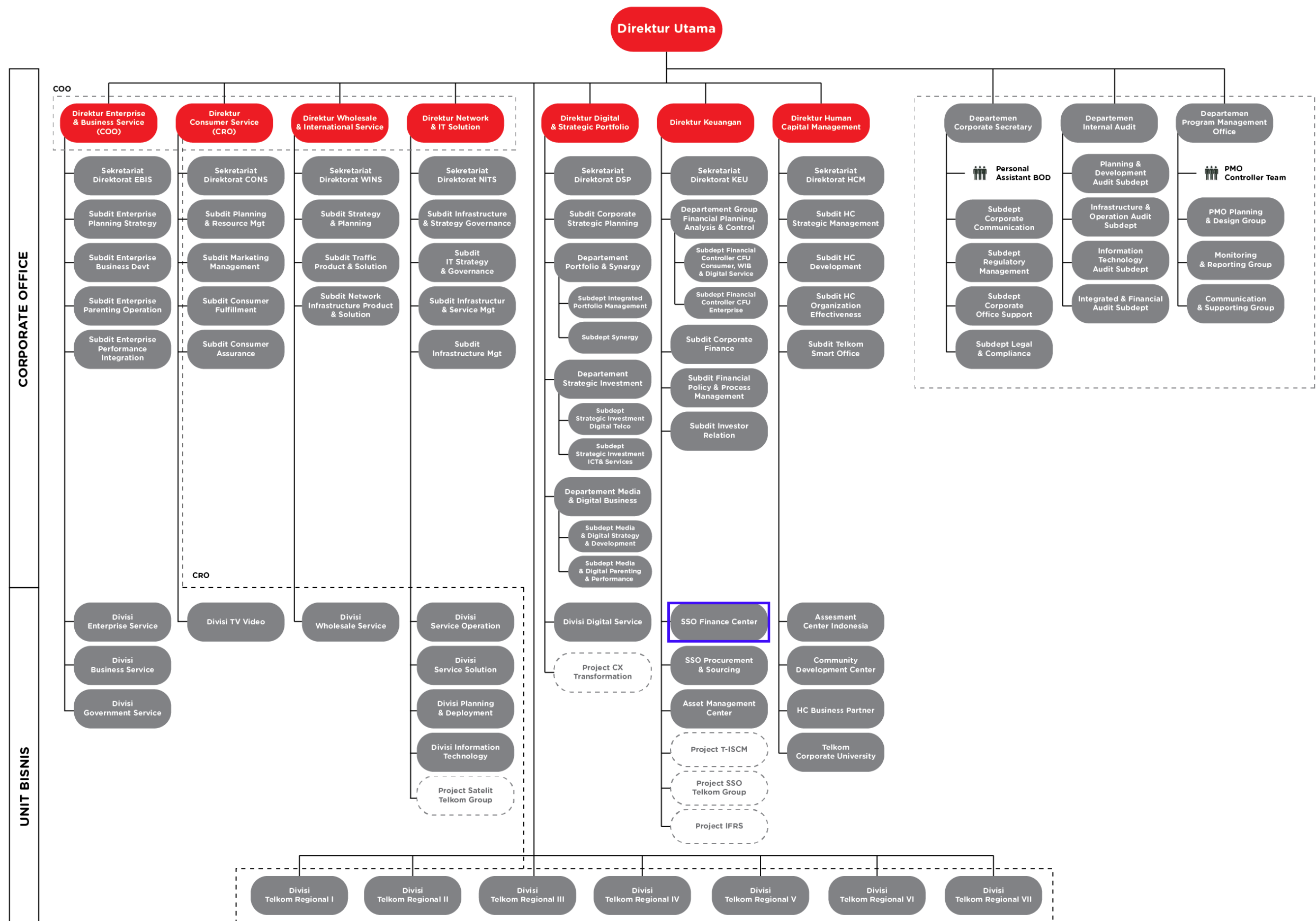
Telkom’s vision is transforming to become digital telecommunication company that envisions to be “the King of Digital in The Region”, the king of telecommunication and digital services in the air, land, and sea. Telkom continues to digitalize a whole process, innovate to give the best customers experience and

implement lean and agile organization transformation to pursue competitive advantage and digital capabilities.

Telkom's mission is to facilitate industrial development of telecommunication by providing quality infrastructure. Refer to Articles of Association of the Company, Visi Telekomunikasi operates business in the provision of telecommunications infrastructure services, including making investments or investments to other companies that engage in the field of supporting business for telecommunications and engage in the business services particularly in telecommunication support services. (Source PT Telekomunikasi Indonesia Company Profile)

IV.1.3. Organizational Structure of the Company

On the next pagewe can see the organizational structure that exists in PT. Telkom Indonesia, Tbk in the company's business activities. This final project is made under the SSO Finance Center division.



Source PT Telekomunikasi Indonesia Company Profile

Figure 4.1. Company Profile

IV.2. Questionnaire Data Processing

IV.2.1. Questionnaire Distribution

Before distributing the questionnaire, it is necessary to determine the total population and the number of samples that must be taken. Because the population for new prospective customers of UseeTV is too large, according to Sugiyono (2012) if the population studied is more than 1,000,000 people, then the sample questionnaire to be taken must be 272 samples (with an error percentage of 10%). The questionnaire was distributed to Indonesia Household.

IV.2.2. Questionnaire Data Recap

After distributing the questionnaire, all completed questionnaires were transferred to Microsoft Excel. A total of 272 questionnaires have been processed. Data from the completed questionnaire can be seen in the appendix. Below are the results of the questionnaire that has been distributed.

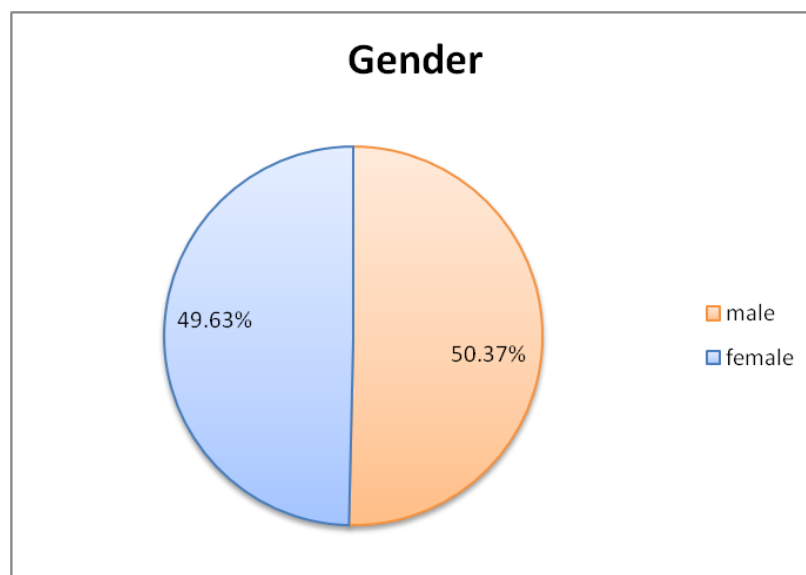


Figure 4. 2. Respondent Gender

Figure 4.2. shows the percentage of gender of the respondents. The total of male respondents accounted for 50.37% of the total respondents meaning that there were 137 men who filled out this questionnaire. And for female there is 135 respondents (49.63%). To see more details of the respondent's identity (age and job) can be seen in the appendix. This questionnaire is divided into 4 aspects including

respondent identity, customer habits, customer valuation, and customer interest.

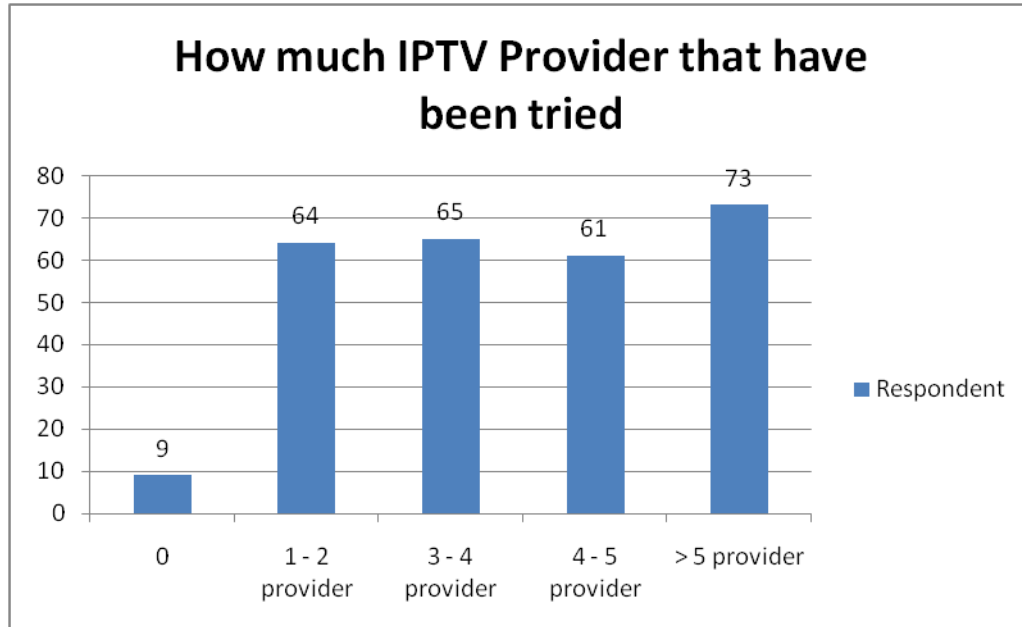


Figure 4.3. Respondent Behaviour

Figure 4.3. show how much IPTV provider that have been tried by the Respondent. there is 9 respondent that never subscribe to IPTV, 64 respondent have been subscribe to 1-2 provider, 65 respondent have already tried to subscribe to 3-4 IPTV providers, 61 respondent have already tried to subscribe to 4-5 IPTV providers, and mostly the respondent already tried to subscribe to more than 5 IPTV providers. There are many factor why they try many IPTV provider one of the factor is price. Below this paragraph there is data of how much the respondent spend on IPTV provider for a month.

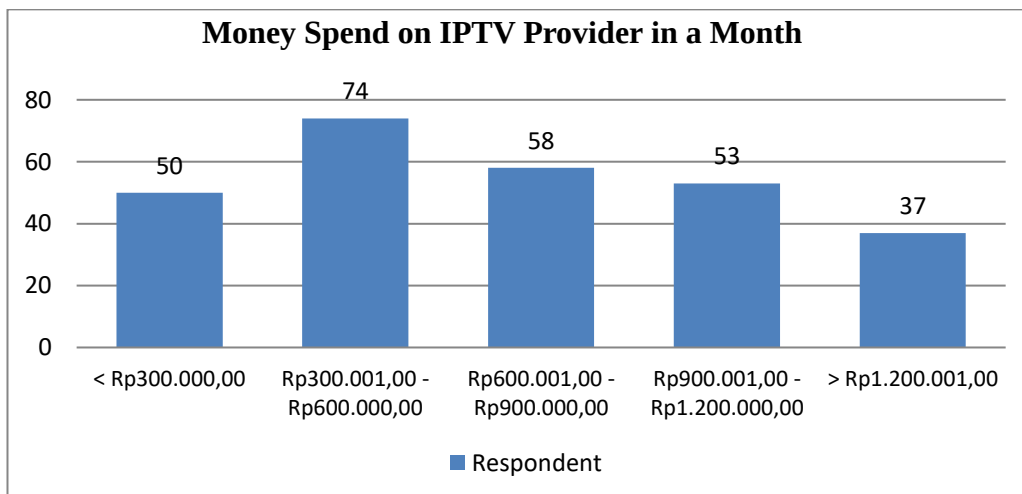


Figure 4.4. Respondent Money Spent on IPTV

Figure 4.4. is the result of the respondent answer when asked about the price of their IPTV provider. Mostly they spend Rp300.001-Rp600.000 a month to pay IPTV provider. This data will be a consideration for determining the price.

IV.2.3. Validity Test

Table 4. 1. Validit Test

	Q7	Q8	Q9	Q10
	0,573352	0,523718	0,522495	0,499271
r table	0.138	0.138	0.138	0.138
result	Valid	Valid	Valid	Valid

Based on the calculation of pearson value. All of the result is bigger than r from the table (5%). The result is the question is valid.

IV.2.4. Reliable Test

Reliability Statistics

Cronbach's Alpha	N of Items
.147	4

Figure 4. 5 Cronbach's Alpha

Based on the above spss output, it is known that the Cronbach's Alpha value is 0.147. The value then compared with the value of r table with the value of N = 300 sought in the distribution of the value of r table at significance = 10%, where at a significance level of 10% and N = 300 the Cronbach's Alpha value is 0.09483. Because the Cronbach's Alpha value obtained (0.147) is greater than the Cronbach's Alpha value in the table (0.09483) then this questionnaire is declared reliable

IV.2.5. Potential Market

The potential market is a group of people who in this study are respondents who have a certain level of interest in a particular market supply of UseeTV. Of the 272 respondents, 141 are interested. So it can be concluded 51.84% are interested to subscribe to UseeTV with condition UseeTV add Fox News to their channel. But if UseeTV dont want to add Fox News the potential market is decreasing to 40.81%.

IV.2.6. Available Market

An available market is a set of consumers who have an interest, access and income to a particular market. Of the 272 respondents, 81 respondents said they were able to subscribe to UseeTV. So it can be concluded that the market is available from UseeTV is 29.78% of the potential market.

IV.2.7. Target Market

The target market is a market consisting of a potential customer with a particular need or desire that participate in a sale and purchase, to meet a need or desire. The size of the target market will be determined by the management of the company by considering the company's capabilities as well as the possibility of competitors. Therefore the company establishes by the end of december 2019 PT Telekomunikasi Indonesia targeting to add around 2.4 million new subscribers in the first year. The reason for the determination of 26.1% as the target market is derived from General Manajer Telkom Witel Bandung, Teddy Hartadi at Bandung (22/12/2018) compared with the population of the number of household in Indonesia, and also the competitors involved.

IV.2.8. Demand Forecasting

Table 4. 2. Indonesia Houseold

Nama Provinsi	Jenis Dokumen		
	Semua Dokumen		
	Perkotaan/Perdesaan		
	Perkotaan	Perdesaan	Perkotaan+Perdesaan
11 Aceh	296,439	770,085	1,066,524
12 Sumatera Utara	1,471,260	1,566,405	3,037,665
13 Sumatera Barat	439,184	713,306	1,152,490
14 Riau	511,410	817,206	1,328,616
15 Jambi	228,501	542,286	770,787
16 Sumatera Selatan	619,420	1,194,158	1,813,578
17 Bengkulu	131,804	301,096	432,900
18 Lampung	469,310	1,465,302	1,934,612
19 Kep. Bangka Belitung	155,472	155,719	311,191
21 Kepulauan Riau	368,690	73,134	441,824
31 DKI Jakarta	2,509,982	0	2,509,982
32 Jawa Barat	7,346,727	4,147,005	11,493,732
33 Jawa Tengah	3,878,287	4,826,195	8,704,482
No Provinsi	Perkotaan	Perdesaan	Perkotaan + Perdesaan

34	DI Yogyakarta	706,255	331,721	1,037,976
35	Jawa Timur	4,807,664	5,573,393	10,381,057
36	Banten	1,778,738	817,851	2,596,589
51	Bali	627,315	400,938	1,028,253
52	Nusa Tenggara Barat	521,870	730,710	1,252,580
53	Nusa Tenggara Timur	196,044	817,967	1,014,011
61	Kalimantan Barat	301,760	721,366	1,023,126
62	Kalimantan Tengah	190,907	381,935	572,842
63	Kalimantan Selatan	405,326	569,980	975,306
64	Kalimantan Timur	541,132	329,963	871,095
71	Sulawesi Utara	263,862	318,086	581,948
72	Sulawesi Tengah	150,409	470,163	620,572
73	Sulawesi Selatan	661,973	1,186,055	1,848,028
74	Sulawesi Tenggara	137,946	364,172	502,118
75	Gorontalo	83,892	160,099	243,991
76	Sulawesi Barat	57,099	201,482	258,581
81	Maluku	122,613	194,099	316,712
82	Maluku Utara	59,100	155,278	214,378
91	Papua Barat	49,975	118,146	168,121
94	Papua	166,082	492,695	658,777
Indonesia		30,256,448	30,907,996	61,164,444

Based on data obtained from Badan Pusat Statistik population of the number of Household in Indonesia (2018) amounted to 61.164.444 houseolds. Based on data taken from the questionnaire distributed to 272 respondent, the potential market for UseeTV is 51.84% of the samples taken, the available market gained is 29.78% of the potential market, and the target market is 21.6% from the available market. Determination of the target market rate of 21.6% is derived from General Manajer Telkom Witel Bandung, Teddy Hartadi, and also the competitors involved. In the processing market data is calculated the estimated number of UseeTV new subscriber for the next 5 years. The amount of demand obtained by estimating the increase in the number of household in Indonesia for 5 years by calculating the number of houseold in Indonesia with a percentage of potential markets, available markets, and target markets. The growth of new household comes from table in the next page.

Table 4. 3 Indonesia Houseold Growth

no	Province	Household Growth Percentage
1	Sulbar	2%
2	Kaltim	2%
3	NTT	2%

no	Province	Household Growth Percentage
4	NTB	1%
5	Banten	2%
6	Jambi	2%
7	Sumbar	1%
8	Aceh	2%
9	Jawa Tengah	1%
10	Jawa Timur	1%
11	Jawa Barat	1%
Average		2%

The table above is the result of calculation from data taken from BPS (Statistics Indonesia). Unfortunately there are some provinces that only have data for one year so that the data cannot be calculated in growth and there are even some provinces that do not have data on the number of households in their province at all. The percentage of household growth in some provinces has a similarity, ranging from 1 to 2 percent so that the average obtained from the data is 2 percent. so the annual household growth in Indonesia is around 2%

Table 4.4. Demand Forecasting

Year	2020	2021	2022	2023	2024
New Subscribers	2,403,522	2,451,592	2,500,624	2,550,637	2,601,650
Total Subscriber	7,503,522	9,955,114	12,455,739	15,006,376	17,608,025

Based on table 4.4. the total of new customers is obtained from the number of new new customers previously multiplied by the growth of new household and then added back by the number of new customers in the previous year. For total customers in that year obtained from the sum of the number of customers in the previous year added by new customers in the next year and then subtracted by customers who stopped subscribing (based on Bu Anita (Telkom employee) around 10% of the number of customers are stopped subscribing Indihome and UseeTV).

IV.3. Collecting Data

IV.3.1. Market Aspects

The pay TV industry in Indonesia is very interesting. The pie is very big. However, pay TV penetration is not yet high. Based on MPA data in 2015, the penetration of pay TV in Indonesia is only around 10.7%, while new broadband penetration has reached 7.7%. However, the potential for the pay TV market growth

is high, when the middle class segment in Indonesia also grows. Of the total population of approximately 250 million, currently internet users in Indonesia have reached 132.7 million based on the survey of the Indonesian Internet Service Providers Association (APJII) at the end of 2016. Based on the same survey results, 13.3% surf the internet using networks internet at home.

During 2017, according to Media Partners Asia, revenue from paid TV companies in Indonesia increased by 5% compared to last year. This figure is still good compared to Australia which declined 2%, or Hong Kong which also recorded a decline of up to 3%. Even Singapore recorded a bigger decline of up to 6%. In Indonesia, the number of paid TV customers is also increasing. Quoting Katadata, in 2010 the number of paid TV customers in Indonesia is projected to only reach 1.1 million customers. However, in less than a decade, the number is projected to increase to 7.1 million customers in 2017.

The prospect of Pay TV market in Indonesia is expected to increase by 1.8 million subscribers in 2017-2022, most of which is contributed by the bundle of broadband and Pay TV (IPTV) services. Media Partner Asia's (MPA) analysis showed that Pay TV penetration grew at 10.5% in 2016. This figure is expected to continue to rise to an estimated growth rate of 12.7% in 2022.

One company that also has a cable TV and internet provider business is telkom with its indihome products. Along with Telkom's mission to become the leading Indonesian digital innovation and globalization, PT Telkom feel a little complacency, since the response from reaching customers of Indihome tends to be slow. PT. Telkom launched Indihome with the expectation to meet the customer needs for 3 play services. But regrettably, based on the results of the evaluation in the end of 2015 there were some problems encountered by Ditkons, including failure to achieve the target of 3 million subscribers in 2015. The decrease in market share of Indihome was estimated at -8.9% per year (May14 - May 15). On the other hand, market share competitors are expected to continue rising and in 2015 it increased by approximately 6.2% per year.

Even though PT. Telkom is as the largest market share in broadband industry, the decrease of market share seems very evident. In May 2015, Indihome dominated the market share with only 64.23%, compare to the the previous year which was

73%. The growth level of the market share of major competitor like FirstMedia was increased by to 6.2% per year while Biznet increased by 1.38 per year.

But during 1st Quarter of 2018 period IndiHome continued to show strong result and successfully added around 536 thousand new subscribers. Total IndiHome subscribers has reached 3.5 million, grew by 97.0% YoY, with IndiHome Triple Play representing 60% of total customers. While IndiHome Dual Play continued to show strong traction. Around 73% of the new customers in 1Q18 were on Dual Play. In terms of revenue, IndiHome business recorded Rp2.3 trillion of revenue, strongly increased by 48.4% YoY. ARPU of IndiHome in 1Q18 was Rp251 thousand, declined from Rp285 thousand in the previous quarter as a result of higher contribution from Dual Play customers and promotional package. Telkom's will keep accelerating IndiHome customer growth and encouraging customers to purchase various add-ons and mini pack, upgrade to Triple Play or higher speed services as we can see in the table below Indihome Customer Market Share.

Table 4.5. Indihome Customer Market Share

Subscribers (000)	YoY		
	1Q18	1Q17	Growth (%)
Broadband			
Fixed Broadband	5,740	4,399	30.5
IndiHome	3,501	1,778	97.0
Mobile Data User	108,733	89,640	21.3
Cellular			
Postpaid	5,074	4,205	20.7
Prepaid	187,678	165,163	13.6
Total	192,752*	169,368	13.8

Source: Telkom Indonesia Annual Reports, 2018.

Based on the table 4.1, it can be seen that the number of indihome new customers has increased from 2017 to 2018 by 97%, this is because there are many indihome product offers that are attractive to consumers where indihome services consist of three services, namely internet, cable tv and music.

PT Telkom has strength especially in the FTTH coverage area. The biggest scope will be the main factor that determined PT. Telkom as a business sector pioneer of this industry. But on the other hand, the competitors now began to expand their FTTH coverage area to gain a growing market share. In order to acquire the customer, Telkom competitors offer the lower prices in comparison with Telkom's products. It had been proved that this strategy is very effective due to the level of

market share PT. Telkom began to decline. This strategy is very effective because of the customers tend to use the cheapest price product due to service offered among these business player are similar (several differentiation).

In response this condition, focus to do an innovation is a strategy for PT. Telkom in order to create a differential product's than competitors. But this strategy is not very effective, many customer's feel that the differentiation that created by PT Telkom is not good enough. Because of that the churn rate of PT Telkom is still relatively high. Therefore, PT. Telkom as a market leader must considers a suitable strategy in order to maintain position as a market leader in this industry with more pay attention to market trends and market demands.

The company have to know the characteristics of the consumers before serving them. Through buyer persona, the company will have a consistent understanding about the target consumers are, so PT. Telkom can target and engage them better, offer relevant information, prioritize the solutions and improve the way to meet their needs.

Subsequently, following five steps from screening, collecting data, mapping categorizing, and finding the pattern from In-Depth interview can process analysis the buyer persona processed through several steps:

- a. Mapping the result into measurement scale
- b. Generating the scale into those five categories
- c. Reviewing the unique categories based on characteristics respondent
- d. Finding the pattern of persona with the typical name based on characteristics respondent

The categories and the pattern persona of respondent Internet and IPTV are

Table 4.6. Persona Pattern of IPTV

Dimension	Digital Entertainment Seeker (1)	Digital Socialite (2)	Hobbyist Addict (3)	Passionate Business Owner (4)
Age	Middle Age	Old	Youth	Middle Age
Needs	Entertainment. Media refreshing for listening to music or watching movies.	Self-Actualization. Using internet for communication with friends / community,	Entertainment. Looking for information related with hobbies, ICT as platform to get income and starting business	Information. To connected with ICT for coordination, promotion, and sales activities
Motivation	Increase Life Welfare. Requires internet as supporting media for work, Increase welfare, Eliminate fatigue, stress, surfet after work	Daily Routine. Intenets used to help daily household activities, hang out with friends in their leisure time,	Enjoy Life. Want to keep up date with their hobbies through a news, Follow the community of his hobbies	Increase Life Welfare. Internet as a media to develop connection with a new people and keep up to date with important news, Media digital as a platform to learn new things and to increase the skills.
Pain	Content. Bored with daily routine, TV shows are less attractive,	Solution Problem. Difficulties in doing household activities	Information Difficulty. It's hard to get up to date news about hobbies, and get a complaint services	Solution Problem. Difficulties to learn from digital media, It's hard to make an "out of the box" idea for her business
Tools & Tech	Between Medium and Advance  Semi	Medium  Semi	Between Medium and Advance  Online	Advance  Semi
Buying Behaviour				

shown in the table below.

The persona research found seven patterns with different characteristics. The patterns are called Digital entertainment seeker, Digital socialite, Hobbyist addict, Passionate business owners. Persona research is used for seeking the strategy that could be implemented by PT. Telkom for product digital home service. Through these seven patterns, the result of research gives four types of value added recommendation.

According to the interview about consumer behavior based on brands Internet and IPTV, five from eight Indihome's customer feel satisfied with Indihome service, but two people have a plan to switch to other brand. Lack of connectivity Internet and the unstable were the reason from Indihome's customer. Therefore, when compared to competitors' products, consumer majorly satisfied with the service of IPTV and Internet in Indonesia but in the case of Indihome, the satisfaction levels is the lowest, so some consumers want to switch to competitors' products.

IV.4. Technical Aspects

IV.4.1. Existing Condition

As of the end of 2018, Telkom Group had 24,071 employees, consisting of 12,765 employees of the parent company and 11,306 employees of subsidiaries. Continuing the efforts to revitalize and improve HR efficiency in previous years, the number of Telkom employees in 2018 was 8.5% lower than in 2017.

IV.4.2. Aspect of Products

IndiHome is a Triple Play service from Telkom consisting of Internet on Fiber or high speed internet, Phone (Landline), and IPTV (UseeTV Cable). The IndiHome triple play service uses the Fiber to The Home (FTTH) infrastructure called Indihome Fiber. This service was first launched by PT. Indonesian Telecommunications in 2015 which was a previous re-branding of Speedy products. UseeTV Cable is the first IPTV service in Indonesia.

Apart from providing quality shows, UseeTV Cable also provides a variety kinds of features that are not available in other cable service providers, such as Pause & Rewind TV, Video on Demand, Video Recorder and others. Usee TV Cable has a wide selection of channels. Currently, there are 99 Channel Channels

available, consisting of 18 Local TV Channels and 81 International TV Channels. Home phones are telephone communication services with lower cost advantages and clearer sound quality. The IndiHome Home Phone Package offers a free 1000 minute local or long distance telephone call, equivalent to 17 hours per month. Indihome has several additional features such as:

- a. Indihome Telkomsel Mania, which is a free telephone package to all Telkomsel numbers.
- b. Wifi.id Seamless, which is a service where indihome customers can connect automatically (seamless) with the Wifi.id network throughout Indonesia.
- c. Indihome Global call, which is an additional service to call abroad.
- d. MelOn, is a Music Streaming and Download Service.
- e. Indihome view, is an innovative live camera service where users can use live access and recorded videos with a very easy installation process using the IP-Cam plug & play.
- f. Indihome control, is a service setting automatically from a distance to turn on and turn off various electronic devices at home such as: lights, AC (air conditioner) or television.

How to subscribe to Indihome is easy, namely by registering through the website or you can by calling 147 directly and you can also use the application on Android devices and iOS my indihome.

Here are some packages offered by Indihome:

- a. Triple Play Bundling Package

INDIHOME PAKET DELUXE		
IndiHome FIBER	TELEPON RUMAH	USE TV
10 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels

INDIHOME PAKET PREMIUM		
IndiHome FIBER	TELEPON RUMAH	USE TV
20 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels + INDI MOVIE LITE* + INDIKIDS LITE*
30 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels + INDI MOVIE LITE* + INDIKIDS LITE
40 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels + INDI MOVIE LITE* + INDIKIDS LITE
50 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels + INDI MOVIE LITE* + INDIKIDS LITE
100 Mbps	GRATIS 1000 menit nelson lokal/interlokal	Interactive TV Channels + INDI MOVIE LITE* + INDIKIDS LITE

Figure 4. 6. Triple Play Bundling Package of Indihome

b. TV Package

ADD ON INTERACTIVE TV	
INDIMOVIE 1	Rp. 75 Ribu/bulan
INDIMOVIE 2	Rp. 70 Ribu/bulan
INDITAINMENT 1	Rp. 40 Ribu/bulan
INDITAINMENT 2	Rp. 40 Ribu/bulan
INDIKIDS	Rp. 60 Ribu/bulan
INDINEWS	Rp. 15 Ribu/bulan
DYNASTY 1	Rp. 89 Ribu/bulan
DYNASTY 2	Rp. 169 Ribu/bulan
INDIMOVIE LITE	Rp. 55 Ribu/bulan
INDIKIDS LITE	Rp. 20 Ribu/bulan

Figure 4. 7. TV Package of Indihome

c. Telephone Package



GRATIS NELPON 1000 Menit LOKAL/INTERLOKAL
Bagi Pelanggan IndiHome

Nelson ke semua nomer Telkomsel mulai
Rp. 68.000,-/bulan
(IndiHome Telkomsel Mania)
& **Rp. 88.000,-/bulan**
(IndiHome Telepon Mania)

Nelson hemat ke 10 negara pilihan mulai
Rp. 50.000,-/bulan
(IndiHome Global Call)



Figure 4. 8. Telephone Package of Indihome

UseTV's total channel or indihome as many as 204 Chanel with the following details:

a. General entertainment is 51 Chanel (36 SD and 15 HD), including:

E Chanel, Diva Universal, Animax, FoxLife, Lifetime, KIX, AXN, TV5 Monde, Sony Chanel, FOX, FoxCrime, FX, Comedy Central, tvN, KBS World, Aniplus, NHK World TV , Waku waku Japan, Star Chinese, K+, icnTV, hi Indo!, Dunia Lain, Showcase, A+, Ariran, CCTV4, CitraDrama, Citra entertainment, SGem, Sony, zhejiang TV, Shenzhen TV, DongnanTV, Kungfu TV, NHK World tv, FoxLife HD, Fox HD, K+ HD, NHK World Premium HD, KIX HD, TvN HD, Fox Crime HD, FX HD, KBS World HD, Waku Waku Japan HD, AXN HD, DIVA Universal HD, Lifetime HD, E chanel HD, NHK World TV HD.

- b. Chanel Kids / Kids have 18 Chanel (15 SD and 3 HD), including:
Disney Chanel, Disney Junior, Da Vinci, Nickelodeon, nickjr, CN (Cartoon Network), Toonami, Bomerang, Duck TV, DreamWorks, babyfirst, dunia anak, Kaku, spacetoon plus, Horee!, Disney Chanel HD, Dreamworks HD, Toonami HD,
- c. Knowledge is 10 Chanel (7 SD and 3 HD), including:
National Geographic Channel, Nat Geo Wild, CI (Crime+investigation), CGTN, History, Panda TV, Discovery Chanel, National Geographic Chanel HD, Nat Geo Wild HD, History HD.
- d. Lifestyle has 15 Chanel (11 SD and 4 HD), including:
LejelLejel Live, MNC Shop, Lejel Home shopping, The Startup Chanel, Holla, fyi, afc, Eat&Go, FashionTV, Nat Geo People, Fashion One, Fashion tv HD, Nat Geo People HD, AFC HD, fashion one HD.
- e. Local Chanel has 31 Chanel (27 SD and 4 HD), including:
UseePhoto, UseeInfo, Usee Prime, TVRI, MetroTV, CNN Indonesia, TV one, TransTV, Trans7, SCTV, Antv, Indosiar, NET., KompasTV, beritasatu, JakTV, OChanel, RTV, DAAI TV (Budhachanel), Bali TV, jtv, antara TV, INtv, Bandung TV, tv Edukasi, pelangi, Insert, Net HD, TransTV HD, Trans7 HD, CNN indonesia HD.
- f. Movie There are 32 Chanel (21 SD and 11 HD), Including:
HBO, HBO Signature, Cinemax, HBO Hits, HBO Family, Fox Movie, Fox Family Movie, Fox Action Movies, Thrill, Celestial Movie, ZEEbioskop, CinemaWorld, AMC, Galaxy, Bioskop Indonesia, FLiK, imc, Star chn Movies, Star Chinese MOVIES Legend, RED by HBO, ICNTV, star chn Movie HD,

FliK HD, HBO HD, HBO Hits HD, HBO Signature HD, HBO Family HD, RED by HBO HD, Cinemax HD, Fox Family Movies HD, Fox Movie HD, Fox Action Movei HD.

- g. Music has 6 Chanel (All Elementary), including:
MTV, musictv, V Chanel, Prambors, T Music, V Chanel HD.
- h. News there are 10 Chanel (8 SD and 2 HD), including:
euronews, CNN, Blomberg, CNBC, ChannelNews Asia, Aljazeera, france24, DW, DW HD, CNN HD.
- i. Religion / Religion there are 10 Chanel (All Elementary Schools), including:
Alquran al kareem (mekah), Khazanah (islam), RodjaTV (islam), MTA TV (islam), MQTV (AA gym), TV9 (NU), TvMU(Muhamadiyah), DMI (Dewan masjid Indonesia), Hope chanel (Kristen), V Chanel (Kristen).
- j. Sport / Sports have 21 Chanel (11 SD and 11 HD), including:
BeIN1, BeIN2, BeIN3, Fight sport, Fox sport 1, Fox Sport 2, Fox sport 3, NBA TV, EGG Network, Golf, Golf+, BeIN1 HD, BeIN2 HD, BeIN 3 HD, Fox Sport 1 HD, Fox Sport 2 HD, Fox Sport 3 HD, Fight sport HD, NBA TV HD, Golf HD, Golf+ HD.

IV.4.3. Aspect of Technology

Triple play service from Indihome is a technology that applies NGN. Triple Play service is a service where one cable (copper or fiber optic) that supplies to Homegateway (HGW) or Optical Network Terminal (ONT) can send data in the form of voice, data packets (internet) and multimedia (Internet Protocol Television).

This service emerged as a result of innovation from the emergence of broadband internet access services. Every service or delivery of a data requires a media that can send data to the destination. The existence of this triple play requirement has finally encouraged the network manufacturers and service providers to create a new technology that is able to support those needs. These technologies supporting triple play will be referred to as Next Generation Network (NGN). Technology that supports triple play needs is currently growing rapidly. Starting from physical media technology to logic technology that regulates data traffic all are experiencing significant development.

IPTV is a service that provides audio-visual content and can also be interactive based on Internet Protocol. Internet Protocol Television is a digital television transmission system using internet protocol (IP) that passes IP network infrastructure with broadband. Broadband (broadband) is needed to send the format of moving images with good quality and real time. Television transmission systems that are currently still using wireless broadcast transmission technology, with distance limitations and reception signals have now been developed using IP technology with a range far wider. This service is more often offered together with internet services & voice over IP (VoIP) provided by the provider.

Indihome comes with broadband technology, namely broadband technology. A method of delivering large amounts of data to various destinations at once. This broadband technology is capable of delivering information, images, sounds, films in the form of data even in very high bitrates. Broadband network services are very useful for accessing information, building networks and businesses, accessing knowledge and support the teaching-learning process, streamline work handling by telecommuting, facilitating the handling of health problems, shorten the business process, expand communication including teleconferences, overcoming geographical problems for connectivity, making it easier for the government to handle administrative issues including problems population and general election, delivering television broadcasts up to the quality level of high definition shows, reviving social media and e-commerce, and delivering live streaming audio and video broadcasts.

The new technology from IndiHome, Set Top Box Hybrid, is a tool for customers to enjoy good quality channel small display (SD) and high display (HD), and also has the ability to change the normal TV screen display to Smart TV. In addition, the Hybrid Box IndiHome service has its advantages and advantages, namely: having the ability to play HD and 4K resolution video content, has features like Android devices with various application support, also has external storage that can be added with a USB and micro SD connection. This USB port can also be used for peripherals such as external IP cameras. Then the OTT service can provide the ability for customers to access thousands of video content, as well as the convenience of enjoying various content and applications (search, pause, rewind, and forward).

IV.3.1. Equipment Needed

Table below show the equipment that needed to buy by UseeTV to add New Customer. This Equipment is needed to be installed in the customer place so they can use the useeTV.

Table 4. 7. Equipment Needed for each costumer

No	Equipment	Economic Life (years)	Needs per product	Price per pcs	Total Equipment Depreciation Price
1	Modem ONT	2	1	Rp 450,000	Rp 225,000
2	STB	2	1	Rp 325,000	Rp 162,500
3	Fiber Cable (100m)	4	1	Rp 100,000	Rp 25,000
4	1:4 fiber optic SC UPC	3	0.25	Rp 100,000	Rp 8,333
5	plc splitter Fiber Optic Distribution Te	3	0.04	Rp 270,000	Rp 3,750
	Network Cable	4	1	Rp 175,000	Rp 43,750
Total of Equipment Cost					Rp 468,333

Based on Table above the total equipment cost for each customer for each year is Rp468.333.

IV.5. Financial Aspect

Table 4.6. shows Telkom Comprehensive Profit from 2014 until 2018, each item is presented in billion rupiah of total income or expense:

Table 4.8. Profit and Loss Overview of Telkom Indonesia in Year 2014-2018

Comprehensive Income Statement (in billion Rupiah, except for earnings per share shares and profits per ADS)	Years ended on December 31				
	2018	2017	2016	2015	2014
Total Revenue	130784	128256	116333	102470	89696
Total Expenses	93691	85362	77888	71552	61564
EBITDA	59181	64609	59498	51415	45673
Operating Profit	38845	43933	39195	32418	29206
Profit for the year	26979	32701	29172	23317	21274
Profit for the year attributable to:					
Owners of the parent company	18032	22145	19352	15489	14471
Non-controlling internet	8947	10556	9820	7828	6803
Total comprehensive income for the year	31921	30369	27073	23948	22041
Total comprehensive income attributable to:					
Owners of the parent company	22844	19952	17331	16130	15296
Non-controlling internet	9077	10417	9742	7818	6745
Net income per share	182.03	223.55	196.2	157.8	148.1
Net income per ADS (1 ADS = 100 common stock)	18203	22355	19619	15777	14813

Consolidated Statement of Financial Position (in billion of Rupiah)	Years ended on December 31				
	2018	2017	2016	2015	2014
Assets	206196	198484	179611	166173	141822
Liabilities	88893	86354	74067	72745	55830
Equity attributable to owner of the parent company	98910	92713	84384	75136	67721
Networking capital (Current Asset - Current Liabilities)	-2993	2185	7939	12499	1976
Investment in associate entities	2472	2184	1847	1807	1767
Capital Expenditure (in billion rupiah)	Years ended on December 31				
	2018	2017	2016	2015	2014
Telkom	13186	11572	10309	9641	8099
Telkomsel	13885	15080	12564	11321	13002
Other Subsidiaries	6594	6504	6326	5439	3560
Total	33620	33156	29199	26401	24661

Source: Annual Report Telkom Indonesia, Tbk (2017)

In line with telecommunication industry development particularly the cellular industry, in the financial year of 2018, business revenue by Telkom Group's operating segment was dominated by mobile segment which reached the revenue of Rp85,338 billion or 65.2% from total revenue (before elimination), followed by the revenue based on the enterprise segment in the amount of Rp 21,054 billion or 16.1%, revenue based on the consumer segment in the amount of Rp 13,891 billion or 10.6% and other segment in the amount of Rp 130 billion or 0.1%.

Further, the largest business expense per operating segment was in mobile segment in the amount of Rp 40,041 billion or 42.7%, from the total business expense of Telkom Group (before elimination). The second and third largest business expense per operating segment are in the amount of Rp 21,717 billion or 23.2% for enterprise segment and Rp11,739 billion or 12.5% for home segment respectively. The smallest business expense per operating segment was recorded on other segment with the amount of Rp 1,042 billion or 1.1% of the total business expense in 2018.

Table 4.9. Profit and Loss Overview of Telkom Indonesia in Year 2016-2018

Telkom's Results of Operation By Segment	Growth	Years Ended December 31			
	2018-2017	2018	2017	2016	
	%	(Rp billion)	(US\$ million)	(Rp billion)	(Rp billion)
Consumer					
Revenues					
External Revenues	25.10	13,891	966	11,105	10,410
Inter-segment revenues	697.90	2,290	159	287	1,877
Total segment revenues	42.00	16,181	1,125	11,392	12,287
External Expense	13.30	(11,739)	(816)	(10,360)	(11,024)
Inter-segment expense	142.60	(3,792)	(264)	(1,563)	(2,793)
Total segment Expense	30.30	(15,531)	(1,080)	(11,923)	(13,817)
Segment Results	22.40	650	45	(531)	(1,530)
Depreciation and amortization	7.80	(3,060)	(213)	(2,839)	(2,881)
Provision for impairment of receivables	13.80	(438)	(30)	(385)	(392)

Source: Annual Report Telkom Indonesia, Tbk (2017)

In year 2018, IndiHome contribute 70% (Rp9,758,140,495,868,-) to the income of the consumer segment. Construction of production equipment in the form of modernization from copper network to fiber optics, expansion to locations that are in line with the target market, aggressiveness of the sales team and product innovation increasingly customized and supported by a global class of content partners, IndiHome offers a choice of premium retail services including HBO, Fox Channel, Cinemax, beIN SPORTS, Disney Channel, Discovery, AFC, CATCHPLAY, FLYX and HOOQ. Besides that company also work with local content, TV free to air, and other special channels. Customized service options are provided in Add on service forms include global calls, internet speed upgrades, Movin ', Minipack, antivirus and wif.id seamless for enjoy unlimited internet access from 352,642 Indonesian Wi-Fi Access Point (AP) devices throughout Indonesia. Programs Indihome pack it through a variety of product packages according to customer needs and of course at competitive prices.

Table 4.10. Financial Performance of the Consumer segment for 2016-2018

Segment Consumer	2018-2017 (%)	2018 (Rp billion)	2018 (US\$ million)	2017 (Rp billion)	2016 (Rp billion)
Pendapatan	25.1	13,891	966	11,105	10,410
Beban	13.3	-11,739	-816	-10,360	-11,024
Hasil	188.9	2,152	150	745	-614

Source: Annual Report Telkom Indonesia, Tb (2018)

Consumer Segment revenue not only come from indihome but there is also come from fixed broadband. In 2018, revenue in the consumer segment amounted to Rp13,891 billion (US \$ 966 million), an increase of Rp.2,786 billion or 25.1% compared to Rp11,105 billion in 2017 in line with the increase in the number of IndiHome customers. Whereas the expense in 2018 increased by Rp 1,379 billion or 13.3% from Rp10,360 billion in 2017 to Rp11,739 billion (US \$ 816 million). This prompted the consumer segment to book operating profit of Rp 2,152 billion (US \$ 150 million), better than the previous year Rp 745 billion, in other words the growth of the business segment of the consumer segment from 2017 to 2018 increased by 188.9%. The detail of 2018 financial report can be seen in figure 4.8.

Financial Report of Consumer Segment	2018
Revenue	13,891,000,000,000
Operational Expense	-3,314,310,000,000
Depreciation Expense	-3,060,000,000,000
Salary Expense	-3,146,530,000,000
Inter-connection Expense	-1,395,649,710,000
Administration Expense	-1,753,850,000,000
Marketing Expense	-1,291,290,000,000
Laba Usaha	-70,629,710,000
pendapatan antar segmen	2,290,000,000,000
hasil segmen	650,000,000,000
Laba sebelum pajak penghasilan	2,869,370,290,000
Pajak kini	717,342,572,500
Laba tahun berjalan	2,152,027,717,500

Figure 4. 8. Financial Report on Consumer Segment 2018

	Satuan	Tahun-tahun yang berakhir pada 31 Desember		
		2018	2017	2016
PELANGGAN				
Pelanggan Seluler	(000) pelanggan	162.987	196.322	173.920
Pasca bayar (kartuHalo)	(000) pelanggan	5.400	4.739	4.180
Pra bayar (simPATI, Kartu As, Loop)	(000) pelanggan	157.587	191.583	169.740
Pelanggan Broadband	(000) pelanggan	113.813	111.074	89.058
Fixed broadband ¹⁾	(000) pelanggan	7.260	5.266	4.329
IndiHome	(000) pelanggan	5.104	2.965	1.624
Mobile broadband ²⁾	(000) pelanggan	106.553	105.808	84.729
Pelanggan Telepon Tetap	(000) pelanggan	11.111	10.957	10.663
Fixed wireline (POTS)	(000) pelanggan	11.111	10.957	10.663

Source : Annual Report Telkom Indonesia, Tb (2018)

Figure 4.9. The Amount of Subscribers of Consumer Segment

Based on figure 4.8. the revenue of consumer segment is Rp 13,891,000,000,000,- and based on figure 4.9. the fixed broadband subscribers in 2018 is 7.260 million subscribers. With this data we can assume that the average income in consumer segment is Rp 1,913,361/subscriber/year. License fees are obtained from Telkom's annual financial report in 2018. For a complete explanation, we can see in Figure 4.10.

PERUSAHAAN PERSEROAN (PERSERO) PT TELEKOMUNIKASI INDONESIA Tbk. DAN ENTITAS ANAKNYA CATATAN ATAS LAPORAN KEUANGAN KONSOLIDASIAN Tanggal 31 Desember 2018 dan untuk Tahun yang Berakhir pada Tanggal Tersebut (Angka dalam tabel dinyatakan dalam miliaran Rupiah, kecuali dinyatakan lain)					
11. ASET TAKBERWUJUD					
Rincian aset takberwujud adalah sebagai berikut:					
	<i>Goodwill</i>	<i>Piranti lunak</i>	<i>Lisensi</i>	Aset takberwujud lainnya	Jumlah
Nilai tercatat bruto:					
Saldo, 1 Januari 2018	680	8.387	84	635	9.786
Penambahan	-	2.328	14	19	2.361
Akuisisi	422	1	2	-	425
Pengurangan	-	(51)	(11)	-	(62)
Reklasifikasi/translasi	(36)	15	5	33	17
Saldo, 31 Desember 2018	1.066	10.680	94	687	12.527

Figure 4.10. License Fee

Based on figure 4.10. the amount of license fee for 2018 is Rp 94.000.000.000,-. In 2018 Telkom have 5.1 million subscribers. so the amount of license fee paid by customer in 2018 is Rp 18.431. For Fox News License Fee is based on the amount of the subscribers. They request a fee around \$0.015 (Rp 217.50) per customer.

IV.6. Financial Analysis

In this financial analysis will be discussed about assumptions used in the calculation of financial planning which includes investment costs, estimated income and estimated operational costs. These assumptions are as follows:

1. General Assumptions

- a. In this analysis only costs can be modified counted, while benefits are calculated that can be calculated nor benefits that cannot be calculated.
- b. In this analysis the investment cost come from another segment earning not from bank loan
- c. The discount rate set is 6%, which is the level interest rates that apply to project investments that are not related to infrastructure or factory construction. This value calculated from loan interest rates at state-owned banks.(Bank Indonesia 16 May 2019)
- d. The rupiah exchange rate against US \$ used is the rupiah exchange rate in May 2019 which is Rp 14,500
- e. Fee for Fox News Channel is Rp 217.50,-/customer
- f. Income from 1 subscriber in 1 year is Rp 1,913,361/subscriber/year
- g. The price of the guidelines used is to use prices market.
- h. The project's economic life is estimated to be 5 years.

2. Specific Assumptions

- A. Based on the Telkom Report. The Operational cost will be depend on the amount of the subscriber. 1 subscriber operational cost is Rp456.517
- B. The investment costs in this project are estimated at Rp 5,878,268,864,853. The investment cost is a fee used for channel addition projects, including television channel (Fox News) license fees of Rp 1.450,- per customer.
- C. This project has 2 alternatives: adding a new channel, and not adding a new channel

IV.7 Incremental Analysis

IV.7.1.Sunk Cost

Sunk costs are costs that have already been incurred or have been incurred by the company and have no impact on the decision making process. This fee is irrelevant for the decision making process because the money already spent cannot

be withdrawn. However, management still often takes these costs into account in making decisions or commonly called the sunk cost phenomenon. Examples of sunk costs include research and development (R&D) costs, investment costs for assets that turn out to be poor returns.

Table 4. 11. 2019 expense

Period	2019
Operational, Maintenance, and Communication Services Expenses	2,262,201,239,669
License Fee	94,000,000,000
Additional License	1,109,250,000
Depreciation Cost	559,300,000,000
Equipment Cost	2,115,171,875,000
Employee Expense	3,361,380,454,246
Interconnection Expense	1,442,463,953,620
Administration and General Expense	1,753,850,000,000
Marketing Expenses	1,291,290,000,000
Tax Expense	0
Total Cash Outflow Estimation	12,880,766,772,535

It can be seen from table 4.11 that the costs previously incurred amounted to Rp12,880,766,772,535.

IV.7.2. Opportunity Cost

Opportunity cost is a lost opportunity because the company chooses a certain alternative over other alternatives. The lost opportunity can be in the form of lost income, lost contribution margin, and so on. An example of an opportunity cost is that you choose to use your money to build a branch office in another city when the money can actually be invested in certain investment instruments. For this choice, an opportunity cost arises in the form of income from investment. Opportunity costs must be taken into account in the decision making process, especially if the company has limited resources, for example limited production capacity, limited amount of cash, and others. In this case I calculate the opportunity costs of adding new channel and without new channel.

Table 4. 12 Present Worth

Present Worth						
Years	2019	2020	2021	2022	2023	2024
Cash Inflow	9,758,140,495,868	14,356,945,468,595	19,047,726,540,777	23,832,323,234,402	28,712,611,861,900	33,690,506,261,948
Cash Outflow	12,880,766,772,535	15,220,583,435,952	18,331,237,713,391	21,735,609,437,260	25,220,247,409,150	28,787,731,259,103
P/F Factor 6%	1.0000	0.9434	0.8900	0.8396	0.7921	0.7473
Cash In	674,470,772,353,496					
Cash Out	636,826,675,384,079					
PW	37,644,096,969,417					

After calculating the present worth with the addition of new channels, the present value is Rp37,644,096,969,417

PRESENT WORTH (Without Investment)						
Tahun	2019	2020	2021	2022	2023	2024
Cash Inflow	9,758,140,495,868	11,788,857,367,080	13,860,188,575,716	15,972,946,408,525	18,127,959,397,991	20,326,072,647,245
Cash Outflow	12,879,657,522,535	14,598,860,699,669	16,837,659,611,969	18,771,338,253,041	21,228,389,819,188	23,747,735,535,285
P/F Faktor (6%)	1.0000	0.9434	0.8900	0.8396	0.7921	0.7473
Cash In (PW)	468,248,347,791,815					
Cash Out (PW)	563,267,011,187,003					
PW	-95,018,663,395,188					

After calculating the present worth without the addition of new channels, the present value is Rp-95,018,663,395,188

Present worth with adding new channel is better than without adding new channel.

IV.7.3. Payback Period (PP)

Payback periods are the period of time needed to pay back or refund all costs has been spent on investing in a project, according to these criteria, the project will be selected if it can return the fastest investment. The faster the return, the better and most likely the project will be selected to be implemented. In project analysis, the formula for Payback Periods is frequent used are as follows:

$$PP = \frac{I}{Ao}$$

Note:

I = The amount of investment costs required

Ao = Cash flow that has been discounted every year

Calculation of Payback Period in the addition of new channel projects in Usee Tv can be presented as listed in the calculation of the table below.

Table 4. 13. Payback Period Adding New Channel Calculation (in Rupiah)

Years	NPV (Cumulative) (In IDR)
2019	-5,876,866,693,134
2020	-6,691,619,492,527
2021	-6,053,946,986,844
2022	-4,293,505,651,764
2023	-1,527,225,899,022
2024	2,136,412,791,577

The cash flow that has not been paid off in the 4th year is Rp 1,527,225,899,022 while the 5th year cash flow is Rp 2,136,412,791,577 by using formula of Payback Period, the result for payback period is 4 years and 8 months

CHAPTER V DISCUSSION AND ANALYSIS

V.1. Incremental Benefit Cost Ratio

In order to analyze the benefit cost ratio of more than one alternative, an incremental method must be used as in the rate of return analysis. Decision making criteria based on B / C values obtained. If two alternatives being compared have a B / C value of ≥ 1 , then an alternative with a greater cost will be chosen. However, if two alternatives compared to B / C < 1 , then an alternative with a smaller cost will be chosen.

Table 5.1. B/C Ratio With Additional Channel (in Rupiah)

bcr						
Tahun	2019	2020	2021	2022	2023	2024
Cash Inflow	9,758,140,495,868	14,356,945,468,595	19,047,726,540,777	23,832,323,234,402	28,712,611,861,900	33,690,506,261,948
Cash Outflow	12,880,766,772,535	15,220,583,435,952	18,331,237,713,391	21,735,609,437,260	25,220,247,409,150	28,787,731,259,103
P/F Faktor (6%)	1.0000	0.9434	0.8900	0.8396	0.7921	0.7473
Cash In (PW)	674,470,772,353,496					
Cash Out (PW)	636,826,675,384,079					
bcr	1.0591119977					

Table 5.2. B/C Ratio Without Additional Channel (in Rupiah)

bcr (Without Investment)						
Tahun	2019	2020	2021	2022	2023	2024
Cash Inflow	9,758,140,495,868	11,788,857,367,080	13,860,188,575,716	15,972,946,408,525	18,127,959,397,991	20,326,072,647,245
Cash Outflow	12,879,657,522,535	14,598,860,699,669	16,837,659,611,969	18,771,338,253,041	21,228,389,819,188	23,747,735,535,285
P/F Faktor (6%)	1.0000	0.9434	0.8900	0.8396	0.7921	0.7473
Cash In (PW)	468,248,347,791,815					
Cash Out (PW)	563,267,011,187,003					
pw	0.831307956					

Based on table 5.1. and 5.2. the choosen action are adding Fox News because the B/C ratio with investment (1.06) is bigger than without investment (0.83)

V.2. Investment Analysis

The Investment Assessment Method used to analyze the feasibility of developing the Usee Tv business in addition to new channels can be said to be

feasible or not is to test the feasibility of the criteria of various aspects and the following is a description of the aspects and criteria:

Table 5.3. Criteria Investment Analysis for Feasibility Study

Incremental Analysis	Criteria
Present Worth	Choose the bigger one
BC/R	Bigger than 1
Payback Period	-
Result	PW is 37,644,096,969,417 BC/R 1.06

From the investment analysis table (table5.3.), it can be seen that the project for adding new channels in UseeTV is very feasible to run because the PW value is greater than 0, the BCR is greater than 1 and the payback period is below the specified investment period of 4 years and 8 months.

V.3. Risk Analysis

The following is a list of risks that will be faced when purchasing broadcast rights

Table 5.4. Risk Analysis

Type of risk	no	Risk	Effect	Possibility
Business Interruption Risk	1	The breakdown of telecommunications services	Worst Case	Unlikely
	2	Loss or damage to satellites or other network components	Worst Case	Almost never
Competition	3	Competitor movement	Major	Unlikely
	4	Seizing the right market with predetermined rules	Major	Unlikely
	5	Price War	Major	Possible
	6	pressures from business development needs	Major	Unlikely
	7	business consolidation from competitors	Major	Possible
	8	New innovation from competitor	Major	Possible
Fraud Risk	9	Misinterpretation of company performance	Major	Unlikely
Fraud Risk	10	Violating duties or responsibilities	Major	Unlikely
	11	Fraud in Transactions	Worst Case	Unlikely
	12	Theft or embezzlement of company money / assets	Worst Case	Possible
	13	Network system duplication	Worst Case	Almost Never
	14	Manipulation of network data	Worst Case	Unlikely
Partnering Risk	15	Incomplete contract	Major	Unlikely

Actually there are many more risk that could face PT Telekomunikasi Indonesia but in here i only put the risk that related to purchasing broadcast right. after we put the risk in the table we can make the risk chart.

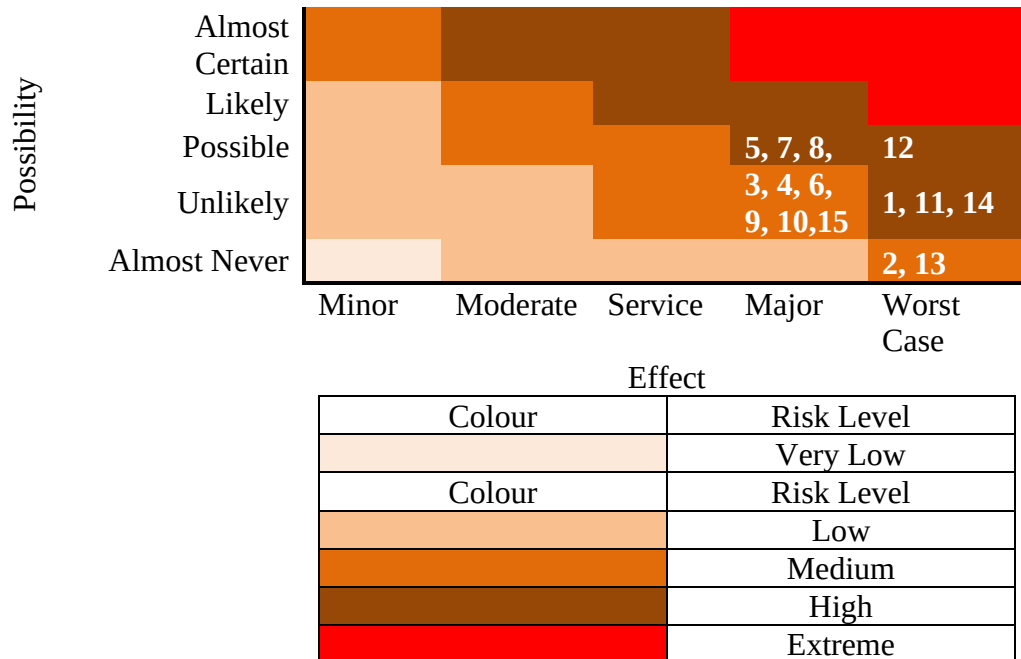


Figure 5. 1. Risk Analysis Matrix

Risk no. 1 is The breakdown of telecommunications services because the effect is worst case and the possibility is unlikely then the risk level is declared high. Based on the diagram above, the highest risk is at the high level and the most risk is at the medium level. this means that there is no serious risk if we purchase FOX News broadcast rights.

V.3.1. Risk Management

`In this process, the selection of alternatives is chosen to deal with risks, assess their treatment options, prepare a risk management plan and implement it. This stage involves the Company's Directors for risks that have a significant impact on the company, which is related to the allocation of resources for risk management. Basically, risk management is an effort to reduce the impact of risk and reduce the possibility of risk occurrence.

The selection of risk management is carried out by taking into account the principle of costs and benefits for the company, its impact on the likelihood of risks and the impact of risks, the possibility of opportunities arising, and the need to also

consider the effects on other risks. In handling operational risks there are four alternative actions that can be taken by TELKOM, namely:

- a. Accepting Risk, is the company's action to accept a risk by not taking meaningful actions that require large resources. This action is usually applied to the risks that the overall level of risk is low (not significant) for the company, so that if the residual risk is taken care of, the costs are not proportional to the benefits.
- b. Avoiding Risk, is the company's action not to do business or certain activities that contain undesirable risks. This action is usually applied to risks whose overall risk level is unacceptable to the company or has a very high impact on the company, where handling will result in very high and inefficient costs.
- c. Reducing Risk, is the company's action with all the resources it has trying to minimize the risk as much as possible without eliminating the company's opportunity to gain profits (return). This action can be carried out on at least one of the two factors, namely:
 1. Reducing the possibility of risk, usually by carrying out processes of design and engineering changes, quality assurance procedures or audits periodically.
 2. Reducing the impact caused by the occurrence of a risk, usually applied to risks that have a high impact and low likelihood, including by making contingency plans or evacuation plans.
- d. Sharing Risk, is the company's action to transfer risk from the company to third parties who can manage such risks through insurance or contract making.

Handling of risks is adjusted to the type of risk and the priority level of the risk. In this study, there were 15 risks that received different risk treatments as shown in Table 5.7.

Table 5.5. Risk Management

Risk Level	Risk	Types of risk management
High	The breakdown of telecommunications services	Reduce the risk
	Price War	Reduce the risk
	business consolidation from competitors	Reduce the risk
	New innovation from competitor	Accept the risk

Risk Level	Risk	Types of risk management
High	Fraud in Transactions	Share the risk
	Theft or embezzlement of company money / assets	Reduce the risk
	Manipulation of network data	Reduce the risk
Medium	Loss or damage to satellites or other network components	Share the risk
	Competitor movement	Reduce the risk
	Seizing the right market with predetermined rules	Reduce the risk
	pressures from business development needs	Accept the risk
	Misinterpretation of company performance	Reduce the risk
	Violating duties or responsibilities	Reduce the risk
	Network system duplication	Reduce the risk
	Incomplete contract	Reduce Risk

CHAPTER VI CONCLUSSION AND SUGGESTION

VI.1. Conclusion

1. Market aspect

a. Potential Market

The potential market are done by distributing questionnaire to know the respondent that interested in the service. Of the 272 respondents, 141 are interested. So it can be concluded 51.84% are interested to subscribe to UseeTV.

b. Available Market

An available market is a set of consumers who have an interest, access and income to a particular market. Of the 272 respondents, 81 respondents said they were able to subscribe to UseeTV. So it can be concluded that the market is available from UseeTV is 29.78% of the potential market.

c. Target Market

The size of the target market will be determined by the management of the company by considering the company's capabilities as well as the possibility of competitors. Therefore the company establishes by the end of december 2019 PT Telekomunikasi Indonesia targeting to add 2.4 million new subscribers in the first year. The reason for the determination of 26.1% as the target market is derived from General Manajer Telkom Witel Bandung.

2. Financial Aspect

Accept the first hypothesis that investments made for channel addition projects are economically feasible and profitable to be based on the calculation as follows:

a. Choosing to add a new channel

b. Present Worth is 37,644,096,969,417 its mean that the project can make an income for the company

c. BCR is 1.06 and also bigger than 1 so the investment will get a profit

Accepting the second hypothesis that the initial investment can be paid before the economic life of the project ends, the result of calculating Payback Periods (PBP) for 4 years 8 months which is faster than the projected economic life of 5 years. This means that the project can return all costs incurred for investment before the economic life is up.

VI.2. Suggestion

VI.2.1. Suggestion For The Company

Based on observing the situation and condition of the company, then the author gives suggestions that hopefully can be useful for interested parties in adding the channel. The things I can recommend are as follows:

1. The continuity of this business is influenced by the internal conditions external, as a consequence several risks must be taken into account To be anticipated in managing this business. Some of the risks that need to be taken into account are as follows.
 - a. Macro that is happening now is uncertainty about the condition the national economy, this will affect it a little more This multimedia sales service is a secondary need.
 - b. There are many other competitors who have controlled the pay TV market share as much as 39%, and currently also enter the IPTV business such as Indihome namely MNC Play, First Media and others.
 - c. Technology push that is very easy to use by competitors to win market share. With HFC networks of all types Multimedia services (voice, data and images) can be served.

VI.2.2. Suggestion For Further Research

The things that the writer can suggest for further research are as follows:

1. Research not only focuses on adding channels but also includes investment in improving technology with infrastructure development that can support improvements in service quality, broadcast quality and internet speed.
2. For further research you can also include financial analysis other than the NPV, IRR and Payback Period, namely by entering the analysis of B/C Ratio and PV/K Ratio to better know the feasibility of investing in a project.

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Appendix

Buying Broadcast License Process

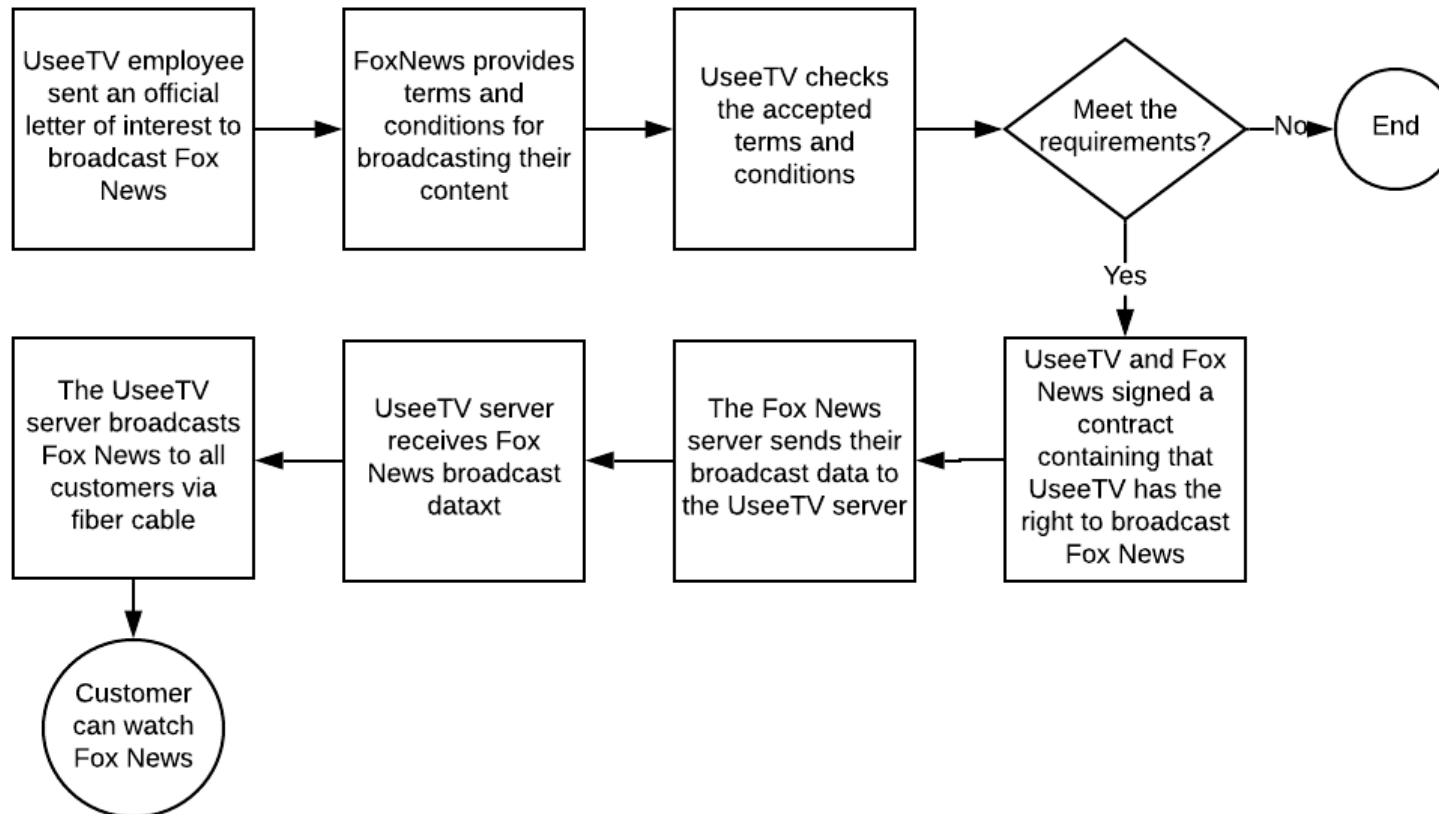


Table 1 sample size

N	S			N	S			N	S		
	1%	5%	10%		1%	5%	10%		1%	5%	10%
10	10	10	10	280	197	115	138	2800	537	310	247
15	15	14	14	290	202	158	140	3000	543	312	248
20	19	19	19	300	207	161	143	3500	558	317	251
25	24	23	23	320	216	167	147	4000	569	320	254
30	29	28	27	340	225	172	151	4500	578	323	255
35	33	32	31	360	234	177	155	5000	586	326	257
40	38	36	35	380	242	182	158	6000	598	329	259
45	42	40	39	400	250	186	162	7000	606	332	261
50	47	44	42	420	257	191	165	8000	613	334	263
55	51	48	46	440	265	195	168	9000	618	335	263
60	55	51	49	460	272	198	171	10000	622	336	263
65	59	55	53	480	279	202	173	15000	635	340	266
70	63	58	56	500	285	205	176	20000	642	342	267
80	71	65	62	600	315	221	187	40000	563	345	269
85	75	68	65	650	329	227	191	50000	655	346	269
90	79	72	68	700	341	233	195	75000	658	346	270
95	83	75	71	750	352	238	199	100000	659	347	270
100	87	78	73	800	363	243	202	150000	661	347	270
110	94	84	78	850	373	247	205	200000	661	347	270
120	102	89	83	900	382	251	208	250000	662	348	270
130	109	95	88	950	391	255	211	300000	662	348	270
140	116	100	92	1000	399	258	213	350000	662	348	270
150	122	105	97	1050	414	265	217	400000	662	348	270
160	129	110	101	1100	427	270	221	450000	663	348	270
170	135	114	105	1200	440	275	224	500000	663	348	270
180	142	119	108	1300	450	279	227	550000	663	348	270
190	148	123	112	1400	460	283	229	600000	663	348	270
200	154	127	115	1500	469	286	232	650000	663	348	270
210	160	131	118	1600	477	289	234	700000	663	348	270
220	165	135	122	1700	485	292	235	750000	663	348	271
230	171	139	125	1800	492	294	237	800000	663	348	271
240	176	142	127	1900	498	297	238	850000	663	348	271
250	182	146	130	2000	510	301	241	900000	663	348	271
260	187	149	133	2200	520	304	243	950000	663	348	271
270	192	152	135	2600	529	307	245	1000000	664	349	272

Table 2 cronbach alpha

df \ α	0.2	0.1	0.05	0.02	0.01	0.001	df \ α	0.2	0.1	0.05	0.02	0.01	0.001
1	0.951057	0.987688	0.996917	0.999507	0.999877	0.999999	35	0.215598	0.274611	0.324573	0.380976	0.418211	0.518898
2	0.800000	0.900000	0.950000	0.980000	0.990000	0.999000	40	0.201796	0.257278	0.304396	0.357787	0.393174	0.489570
3	0.687049	0.805384	0.878339	0.934333	0.958735	0.991139	45	0.190345	0.242859	0.287563	0.338367	0.372142	0.464673
4	0.608400	0.729299	0.811401	0.882194	0.917200	0.974068	50	0.180644	0.230620	0.273243	0.321796	0.354153	0.443201
5	0.550863	0.669439	0.754492	0.832874	0.874526	0.950883	60	0.164997	0.210832	0.250035	0.294846	0.324818	0.407865
6	0.506727	0.621489	0.706734	0.788720	0.834342	0.924904	70	0.152818	0.195394	0.231883	0.273695	0.301734	0.379799
7	0.471589	0.582206	0.666384	0.749776	0.797681	0.898260	80	0.142990	0.182916	0.217185	0.256525	0.282958	0.356816
8	0.442796	0.549357	0.631897	0.715459	0.764592	0.872115	90	0.134844	0.172558	0.204968	0.242227	0.267298	0.337549
9	0.418662	0.521404	0.602069	0.685095	0.734786	0.847047	100	0.127947	0.163782	0.194604	0.230079	0.253979	0.321095
10	0.398062	0.497265	0.575983	0.658070	0.707888	0.823305	125	0.114477	0.146617	0.174308	0.206245	0.227807	0.288602
11	0.380216	0.476156	0.552943	0.633863	0.683528	0.800962	150	0.104525	0.133919	0.159273	0.188552	0.208349	0.264316
12	0.364562	0.457500	0.532413	0.612047	0.661376	0.779998	175	0.096787	0.124036	0.147558	0.174749	0.193153	0.245280
13	0.350688	0.440861	0.513977	0.592270	0.641145	0.760351	200	0.090546	0.116060	0.138098	0.163592	0.180860	0.229840
14	0.338282	0.425902	0.497309	0.574245	0.622591	0.741934	250	0.081000	0.103852	0.123607	0.146483	0.161994	0.206079
15	0.327101	0.412360	0.482146	0.557737	0.605506	0.724657	300	0.073951	0.094831	0.112891	0.133819	0.148019	0.188431
16	0.316958	0.400027	0.468277	0.542548	0.589714	0.708429	350	0.068470	0.087814	0.104552	0.123957	0.137131	0.174657
17	0.307702	0.388733	0.455531	0.528517	0.575067	0.693163	400	0.064052	0.082155	0.097824	0.115997	0.128339	0.163520
18	0.299210	0.378341	0.443763	0.515505	0.561435	0.678781	450	0.060391	0.077466	0.092248	0.109397	0.121046	0.154273
19	0.291384	0.368737	0.432858	0.503397	0.548711	0.665208	500	0.057294	0.073497	0.087528	0.103808	0.114870	0.146436
20	0.284140	0.359827	0.422714	0.492094	0.536800	0.652378	600	0.052305	0.067103	0.079920	0.094798	0.104911	0.133787
21	0.277411	0.351531	0.413247	0.481512	0.525620	0.640230	700	0.048427	0.062132	0.074004	0.087789	0.097161	0.123935
22	0.271137	0.343783	0.404386	0.471579	0.515101	0.628710	800	0.045301	0.058123	0.069234	0.082135	0.090909	0.115981
23	0.265270	0.336524	0.396070	0.462231	0.505182	0.617768	900	0.042711	0.054802	0.065281	0.077450	0.085727	0.109385
24	0.259768	0.329705	0.388244	0.453413	0.495808	0.607360	1000	0.040520	0.051993	0.061935	0.073484	0.081340	0.103800
25	0.254594	0.323283	0.380863	0.445078	0.486932	0.597446	1500	0.033086	0.042458	0.050582	0.060022	0.066445	0.084822
26	0.249717	0.317223	0.373886	0.437184	0.478511	0.587988	2000	0.028654	0.036772	0.043811	0.051990	0.057557	0.073488
27	0.245110	0.311490	0.367278	0.429693	0.470509	0.578956	3000	0.023397	0.030027	0.035775	0.042457	0.047006	0.060027
28	0.240749	0.306057	0.361007	0.422572	0.462892	0.570317	4000	0.020262	0.026005	0.030984	0.036773	0.040713	0.051996
29	0.236612	0.300898	0.355046	0.415792	0.455631	0.562047	5000	0.018123	0.023260	0.027714	0.032892	0.036417	0.046512
30	0.232681	0.295991	0.349370	0.409327	0.448699	0.554119							

Tabel r Product Moment
Pada Sig.0,05 (Two Tail)

N	r	N	r	N	r	N	r	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132
20	0.423	60	0.25	100	0.195	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126

Price List of IPTV Provider

Indihome

Package Name	Internet Speed	Bonus	Price
Paket Netizen I	10 Mbps	Gratis telp 100 menit + TV kabel	Rp 285.000
Paket Netizen II	20 Mbps	Gratis telp 100 menit + TV kabel	Rp 385.000
Paket Netizen III	30 Mbps	Gratis telp 100 menit + TV kabel	Rp 545.000
Paket Netizen IV	40 Mbps	Gratis telp 100 menit + TV kabel	Rp 645.000

My Republic

Package Name	Internet Speed	Bonus	Price
Basic	30 Mbps	Cable TV	Rp 444.400
Fast	50 Mbps	Cable TV	Rp 499.400
Nova	100 Mbps	Cable TV	Rp 554.400
Gamer	150 Mbps	Cable TV	Rp 664.400
Supernova	300 Mbps	Cable TV	Rp 1.291.400

First Media

Package Name	Internet Speed	Bonus	Price
D'Lite HD	18 Mbps	Cable TV	Rp 399.200
Elite X1 4K	32 Mbps	Cable TV	Rp 493.200
Suprame X1 4K	50 Mbps	Cable TV	Rp 717.200

Biznet Home

Package Name	Internet Speed	Bonus	Price
D'Lite HD	18 Mbps	Cable TV	Rp 399.200
Elite X1 4K	32 Mbps	Cable TV	Rp 493.200
Suprame X1 4K	50 Mbps	Cable TV	Rp 717.200

Biznet Home

Package Name	Internet Speed	Bonus	Price
Combo 1	25 Mbps	Cable TV	Rp 350.000
Combo 2	50 Mbps	Cable TV	Rp 700.000
Combo 3	100 Mbps	Cable TV	Rp 1000.000

APPENDIX 3

Questionnaire Design

Kuisisioner Penelitian Tingkat Akhir

Yth. Saudara/i

Di tempat

Dengan hormat,

Nama saya Muhammad Reza Bagja Barjaman, mahasiswa S1 Teknik Industri Universitas Telkom. Saat ini, saya sedang melaksanakan penetilitan Tugas Akhir dengan judul “Studi Kelayakan Pembelian Hak Siar Saluran Baru Di UseeTV Guna Meningkatkan Pertumbuhan Pelanggan Baru”. Objek penelitian saya adalah UseeTV, yakni sebuah layanan televisi berbasis internet yang dimiliki oleh PT Telekomunikasi Indonesia.

Sehubungan dengan hal tersebut, saya berharap Saudara/I berkenan meluangkan waktu untuk mengisi kuesioner terkait dengan objek penelitian Tugas Akhir saya. Informasi data diri yang Saudara/I cantumkan hanya akan digunakan untuk kepentingan Tugas Akhir dan dijamin kerahasiaannya. Terimakasih atas waktu dan kesediaan Saudara/I mengisi kuisisioner ini sehingga membantu kelancaran pengerjaan Tugas Akhir ini.

Hormat,

Muhammad Reza Bagja Barjaman

1201142436

Petunjuk Pengisian Kuesioner:

1. Untuk Bagian Identitas Responden dan Perilaku Konsumen, Mohon diberi tanda silang (X) pada pilihan tanggapan yang paling sesuai dengan keadaan yang Saudara/i rasakan atau alami.
2. Untuk Bagian Penilaian Konsumen, Mohon diberi tanda checklist (√) pada pilihan tanggapan yang paling sesuai dengan keadaan yang Saudara/i rasakan atau alami.
3. Mohon dijawab tanpa pengaruh apapun, peneliti menjamin kerahasiaan jawaban Saudara/i

I. IDENTITAS RESPONDEN

1. Jenis Kelamin
 - a. Laki Laki
 - b. Perempuan
2. Berapakah usia anda?
 - a. 18 Tahun – 25 Tahun
 - b. 26 Tahun – 35 Tahun
 - c. 36 Tahun – 45 Tahun
 - d. >45 Tahun
3. Apakah Pekerjaan Anda?
 - a. Karyawan
 - b. Pegawai Negeri
 - c. Pegawai Swasta
 - d. Wirausaha
 - e. Lainnya : _____

II. PERILAKU KONSUMEN

4. Berapa Provider TV Kabel yang sudah dicoba?
 - a. 0
 - b. 1 - 2 provider
 - c. 3 - 4 provider
 - d. 4 - 5 provider
 - e. > 5 provider
5. Berapa lama anda menonton televisi dalam sehari?
 - a. > 60 menit
 - b. 61 - 120 menit
 - c. 121 - 180 menit
 - d. 181 - 240 menit
 - e. 241 - 300 menit
 - f. > 300 menit
6. Berapa pengeluaran yang dikeluarkan tiap kali membayar layanan TV kabel?
 - a. <Rp 300.000,00
 - b. Rp 300.001,00 – Rp 600.000,00
 - c. Rp 600.001,00 – Rp 900.000,00
 - d. Rp 900.001,00 – Rp 1.200.000,00
 - e. >Rp 1.200.001,00

III. PENILAIAN RESPONDEN

Jawablah pertanyaan berikut ini yang menyangkut kriteria-kriteria apa saja yang menjadi pertimbangan anda dalam memilih percetakan dengan memberikan tanda (√) pada kolom yang telah disediakan!

Keterangan :

SP : Sangat Penting

P : Penting

AP : Agak Penting

ATP : Agak Tidak Penting

TP : Tidak Penting

No.	Kriteria	SP	P	AP	ATP	TP	STP
7	Service						
	a. Banyaknya pilihan saluran Televisi						
8	Price						
	a. Layanan TV kabel memiliki harga yang terjangkau						
9	Promotion						
	a. Promosi yang dilakukan cukup luas						
	b. Pemberian diskon pada saat promo						

IV. MINAT PRODUK

UseeTV adalah penyedia layanan TV Kabel. UseeTV Menyediakan berbagai macam saluran televisi mulai dari saluran TV nasional hingga Internasional dengan harga yang bersaing.

2018 Ratings: Fox News Is the Most-Watched Network on Cable for the Third Straight Year



By A.J. Katz on Jan. 2, 2019 - 3:58 PM [Comment](#)

In 2018, Fox News averaged its largest prime time audience in the 22-year history of the network; and for the third year in a row, finished as the most-watched network on cable television and the fifth-most-watched network across broadcast and cable.

In a joint statement on the network's record ratings, FNC's CEO **Suzanne Scott** and FNC's President **Jay Wallace** said, "Fox News continues to



(<https://www.adweek.com/tvnewser/2018-ratings-fox-news-is-the-most-watched-network-on-cable-for-the-third-straight-year/387943/>)

Berdasarkan survey yang dilakukan oleh TVnewser Fox News adalah saluran TV internasional yang paling banyak ditonton di seluruh dunia selama 3 tahun berturut turut..

11. Apakah anda berminat berlangganan UseeTV jika UseeTV menambahkan saluran baru (Fox News)?
 - a. Ya
 - b. Tidak
12. Jika harga berlangganan layanan Indihome dan UseeTV tetap dan menambahkan fox news didalamnya apakah anda berminat untuk membelinya?
 - a. Ya
 - b. Tidak

13. Jika harga berlangganan layanan Indihome dan UseeTV tetap tetapi tidak menambahkan fox news didalamnya apakah anda berminat untuk membelinya?

- c. Ya
- d. Tidak

APPENDIX 4

Questionnaire Coding

Pertanyaan	Variabel	Pilihan	Kode
Jenis Kelamin	v.1.1	Laki-laki	1
		Perempuan	2
Usia	V1.2	18 tahun - 25 tahun	1
		26 tahun - 35 tahun	2
		36 tahun - 45 tahun	3
		> 45 tahun	4
Job	V1.3	Karyawan	1
		Pegawai Negri	2
		Pegawai Swasta	3
		Wirausaha	4
		(Lainnya)	5
Sudah coba berapa banyak penyedia jasa TV kabel yang pernah dicoba?	v. 2.1	0	1
		1 - 2 provider	2
		3 - 4 provider	3
		4 - 5 provider	4
		> 5 provider	5
Frekuensi menonton acara Televisi per hari	v.2.2	< 60 menit	1
		61 menit -120 menit	2
		121 menit - 180 menit	3
		181 menit - 240 menit	4
		241 menit - 300 menit	5
		>300 menit	6
Pengeluaran untuk IPTV (Internet Protocol television) per bulan	v.2.3	< Rp300.000,00	1
		Rp300.001,00 - Rp600.000,00	2
		Rp600.001,00 - Rp900.000,00	3
		Rp900.001,00 - Rp1.200.000,00	4
		> Rp1.200.001,00	5
Banyaknya pilihan Saluran Televisi	v.3.1	Sangat Penting	1
		Penting	2
		Agak Penting	3
		Agak Tidak Penting	4
		Tidak Penting	5
		Sangat Tidak Penting	6
Harga	v.3.2	Sangat Penting	1
		Penting	2
		Agak Penting	3
		Agak Tidak Penting	4
		Tidak Penting	5
		Sangat Tidak Penting	6
Promosi	v.3.3	Sangat Penting	1
		Penting	2

		Agak Penting	3
		Agak Tidak Penting	4
		Tidak Penting	5
		Sangat Tidak Penting	6
Diskon	v.3.4	Sangat Penting	1
		Penting	2
		Agak Penting	3
		Agak Tidak Penting	4
		Tidak Penting	5
		Sangat Tidak Penting	6
Apakah anda berminat memasang layanan Indihome dan UseeTV di rumah anda jika UseeTV menambahkan saluran baru?	v.4.1	Ya	1
		Tidak	2
Jika UseeTV menambahkan saluran baru dan harga berlangganan layanan UseeTV tetap apakah anda berminat untuk berlangganan?	v.4.2	Ya	1
		Tidak	2
Jika UseeTV tidak menambahkan saluran baru dan harga berlangganan layanan UseeTV tetap apakah anda berminat untuk berlangganan?	v.4.3	Ya	1
		Tidak	2

APPENDIX 5

Questionnaire Recap

1. Respondent Identity

Q1 : Respondent Gender

Q2 : Respondent Age

Q3 : Respondent Job

Respondent		Respondent Identity		
		Q1	Q2	Q3
Rsp	1	2	3	2
Rsp	2	1	3	4
Rsp	3	2	2	1
Rsp	4	1	2	4
Rsp	5	1	1	1
Rsp	6	1	1	3
Rsp	7	2	1	4
Rsp	8	1	1	5
Rsp	9	2	1	5
Rsp	10	2	1	3
Rsp	11	2	2	3
Rsp	12	2	2	2
Rsp	13	2	2	1
Rsp	14	2	3	1
Rsp	15	1	3	1
Rsp	16	1	2	1
Rsp	17	2	1	2
Rsp	18	1	4	4
Rsp	19	2	2	2
Rsp	20	2	3	5
Rsp	21	2	4	2
Rsp	22	1	1	4
Rsp	23	2	3	1
Rsp	24	1	3	1
Rsp	25	1	1	4
Rsp	26	1	2	4
Rsp	27	2	2	4
Rsp	28	2	3	4
Rsp	29	1	1	1
Rsp	30	1	1	1
Rsp	31	1	1	1
Rsp	32	1	1	4
Rsp	33	1	2	1
Rsp	34	2	1	1
Rsp	35	1	2	5
Rsp	36	2	2	5

Rsp	37	2	1	4
Rsp	38	2	1	1
Rsp	39	1	3	1
Rsp	40	2	3	3
Rsp	41	1	1	3
Rsp	42	2	1	3
Rsp	43	2	1	1
Rsp	44	1	2	3
Rsp	45	2	1	5
Rsp	46	1	2	5
Rsp	47	2	1	2
Rsp	48	2	4	4
Rsp	49	1	1	1
Rsp	50	2	4	4
Rsp	51	1	1	2
Rsp	52	2	1	2
Rsp	53	1	2	2
Rsp	54	2	2	3
Rsp	55	1	1	3
Rsp	56	1	4	3
Rsp	57	1	3	3
Rsp	58	1	4	4
Rsp	59	1	1	4
Rsp	60	1	3	3
Rsp	61	2	1	4
Rsp	62	2	1	4
Rsp	63	2	2	4
Rsp	64	1	1	2
Rsp	65	2	2	1
Rsp	66	1	1	1
Rsp	67	1	2	2
Rsp	68	2	1	1
Rsp	69	2	2	2
Rsp	70	1	2	1
Rsp	71	2	2	3
Rsp	72	2	1	4
Rsp	73	2	2	3
Rsp	74	2	1	3
Rsp	75	1	2	3
Rsp	76	2	1	2
Rsp	77	2	1	2
Rsp	78	1	1	3
Rsp	79	2	1	3
Rsp	80	2	2	2

Rsp	81	1	2	2
Rsp	82	1	3	3
Rsp	83	2	1	5
Rsp	84	1	2	1
Rsp	85	1	1	1
Rsp	86	1	1	4
Rsp	87	1	2	5
Rsp	88	2	2	5
Rsp	89	2	2	2
Rsp	90	1	3	1
Rsp	91	2	4	4
Rsp	92	2	2	4
Rsp	93	2	2	4
Rsp	94	1	1	1
Rsp	95	1	1	1
Rsp	96	1	2	1
Rsp	97	2	1	2
Rsp	98	2	2	2
Rsp	99	1	4	5
Rsp	100	2	3	1
Rsp	101	2	3	1
Rsp	102	1	2	3
Rsp	103	2	3	5
Rsp	104	1	3	3
Rsp	105	2	3	3
Rsp	106	1	3	5
Rsp	107	1	1	5
Rsp	108	2	2	3
Rsp	109	2	1	3
Rsp	110	1	1	2
Rsp	111	1	2	5
Rsp	112	1	1	1
Rsp	113	1	3	1
Rsp	114	2	1	1
Rsp	115	2	2	4
Rsp	116	2	2	3
Rsp	117	2	2	1
Rsp	118	1	1	3
Rsp	119	2	3	4
Rsp	120	2	3	1
Rsp	121	2	4	4
Rsp	122	2	3	4
Rsp	123	1	2	4
Rsp	124	2	4	3

Rsp	125	2	3	4
Rsp	126	2	1	1
Rsp	127	1	2	3
Rsp	128	2	1	3
Rsp	129	2	1	1
Rsp	130	1	2	1
Rsp	131	2	2	1
Rsp	132	2	1	1
Rsp	133	1	2	2
Rsp	134	1	2	2
Rsp	135	2	1	5
Rsp	136	2	1	5
Rsp	137	2	1	2
Rsp	138	2	1	2
Rsp	139	1	1	2
Rsp	140	1	2	2
Rsp	141	1	2	4
Rsp	142	2	4	2
Rsp	143	1	1	4
Rsp	144	2	3	2
Rsp	145	2	2	2
Rsp	146	2	2	5
Rsp	147	1	3	5
Rsp	148	1	2	4
Rsp	149	1	3	1
Rsp	150	2	1	4
Rsp	151	2	1	4
Rsp	152	1	2	5
Rsp	153	2	2	1
Rsp	154	1	1	1
Rsp	155	2	3	5
Rsp	156	2	2	4
Rsp	157	2	2	3
Rsp	158	1	2	5
Rsp	159	2	2	1
Rsp	160	1	3	3
Rsp	161	2	3	3
Rsp	162	1	2	3
Rsp	163	1	4	2
Rsp	164	1	1	2
Rsp	165	1	1	3
Rsp	166	2	2	4
Rsp	167	2	1	2
Rsp	168	1	2	3

Rsp	169	1	1	3
Rsp	170	2	1	1
Rsp	171	1	3	5
Rsp	172	2	1	5
Rsp	173	2	1	5
Rsp	174	1	3	3
Rsp	175	2	2	3
Rsp	176	1	2	2
Rsp	177	2	2	3
Rsp	178	1	2	2
Rsp	179	1	1	2
Rsp	180	2	3	4
Rsp	181	1	2	1
Rsp	182	2	3	3
Rsp	183	1	3	3
Rsp	184	2	2	5
Rsp	185	2	3	1
Rsp	186	1	2	1
Rsp	187	1	3	3
Rsp	188	2	1	3
Rsp	189	2	1	1
Rsp	190	1	2	2
Rsp	191	1	2	5
Rsp	192	1	3	1
Rsp	193	1	3	4
Rsp	194	2	3	1
Rsp	195	2	2	4
Rsp	196	1	2	5
Rsp	197	2	2	5
Rsp	198	2	1	2
Rsp	199	1	1	1
Rsp	200	1	4	1
Rsp	201	1	1	1
Rsp	202	1	1	1
Rsp	203	2	4	5
Rsp	204	2	3	4
Rsp	205	1	2	3
Rsp	206	2	1	2
Rsp	207	2	1	4
Rsp	208	1	2	4
Rsp	209	2	2	2
Rsp	210	1	2	2
Rsp	211	2	1	2
Rsp	212	2	1	3

Rsp	213	2	1	3
Rsp	214	1	3	1
Rsp	215	1	1	1
Rsp	216	1	3	2
Rsp	217	2	4	1
Rsp	218	2	1	1
Rsp	219	2	1	1
Rsp	220	2	1	4
Rsp	221	2	2	3
Rsp	222	1	2	2
Rsp	223	1	1	2
Rsp	224	1	3	3
Rsp	225	1	3	3
Rsp	226	1	4	2
Rsp	227	2	2	2
Rsp	228	1	1	2
Rsp	229	1	4	3
Rsp	230	1	4	3
Rsp	231	1	1	3
Rsp	232	1	2	1
Rsp	233	2	1	1
Rsp	234	2	1	3
Rsp	235	1	1	1
Rsp	236	2	1	1
Rsp	237	1	2	1
Rsp	238	1	1	2
Rsp	239	1	2	2
Rsp	240	2	2	5
Rsp	241	2	1	5
Rsp	242	2	1	5
Rsp	243	1	3	4
Rsp	244	2	1	2
Rsp	245	1	2	4
Rsp	246	2	4	1
Rsp	247	1	3	1
Rsp	248	2	4	1
Rsp	249	1	3	3
Rsp	250	2	2	4
Rsp	251	2	1	3
Rsp	252	1	1	3
Rsp	253	1	2	5
Rsp	254	1	2	5
Rsp	255	1	1	5
Rsp	256	1	2	1

Rsp	257	1	2	2
Rsp	258	1	2	2
Rsp	259	1	2	4
Rsp	260	1	3	1
Rsp	261	1	3	5
Rsp	262	2	2	5
Rsp	263	1	2	4
Rsp	264	2	3	3
Rsp	265	2	1	2
Rsp	266	2	3	4
Rsp	267	2	1	5
Rsp	268	1	3	5
Rsp	269	1	2	2
Rsp	270	1	2	1
Rsp	271	1	2	1
Rsp	272	1	2	1

2. Consumer Behaviour

Q4 : How much IPTV Provider have been tried

Q5 : How long do you watch in a day

Q6 : Money spend on Subscribe IPTV

Respondent		Consumer Behaviour		
		Q4	Q5	Q6
Rsp	1	4	4	2
Rsp	2	3	2	5
Rsp	3	4	3	4
Rsp	4	1	5	1
Rsp	5	4	5	2
Rsp	6	3	5	4
Rsp	7	2	2	2
Rsp	8	5	2	2
Rsp	9	2	4	3
Rsp	10	5	1	3
Rsp	11	3	5	5
Rsp	12	3	1	3

Rsp	13	3	1	4
Rsp	14	2	4	2
Rsp	15	5	6	3
Rsp	16	5	1	4
Rsp	17	4	4	2
Rsp	18	4	6	2
Rsp	19	5	5	1
Rsp	20	5	4	3
Rsp	21	5	6	5
Rsp	22	4	6	3
Rsp	23	2	3	5
Rsp	24	5	6	1
Rsp	25	3	3	2
Rsp	26	3	2	2
Rsp	27	3	1	4
Rsp	28	3	2	1
Rsp	29	5	2	5
Rsp	30	3	1	4
Rsp	31	2	4	4
Rsp	32	3	2	3
Rsp	33	2	2	2
Rsp	34	4	2	4
Rsp	35	5	6	4
Rsp	36	5	6	1
Rsp	37	3	3	3
Rsp	38	3	2	2
Rsp	39	4	5	4
Rsp	40	1	6	1
Rsp	41	2	1	4
Rsp	42	4	1	2
Rsp	43	4	3	3
Rsp	44	2	2	5

Rsp	45	5	1	1
Rsp	46	4	3	5
Rsp	47	3	3	5
Rsp	48	3	6	5
Rsp	49	5	3	3
Rsp	50	4	1	1
Rsp	51	4	3	3
Rsp	52	3	2	2
Rsp	53	3	2	5
Rsp	54	4	6	2
Rsp	55	2	1	4
Rsp	56	3	4	1
Rsp	57	2	4	5
Rsp	58	2	4	3
Rsp	59	2	4	3
Rsp	60	5	2	1
Rsp	61	5	1	1
Rsp	62	5	5	4
Rsp	63	5	4	3
Rsp	64	2	1	3
Rsp	65	3	6	4
Rsp	66	5	2	3
Rsp	67	4	2	5
Rsp	68	5	2	5
Rsp	69	5	4	5
Rsp	70	3	2	3
Rsp	71	4	1	5
Rsp	72	2	4	4
Rsp	73	5	1	3
Rsp	74	5	3	3
Rsp	75	4	5	3
Rsp	76	5	3	1

Rsp	77	3	1	5
Rsp	78	4	6	4
Rsp	79	2	3	2
Rsp	80	2	4	4
Rsp	81	3	2	3
Rsp	82	5	3	4
Rsp	83	5	5	5
Rsp	84	3	2	1
Rsp	85	4	4	3
Rsp	86	3	4	1
Rsp	87	4	3	5
Rsp	88	4	4	1
Rsp	89	3	3	2
Rsp	90	4	4	4
Rsp	91	2	6	5
Rsp	92	2	1	4
Rsp	93	2	1	1
Rsp	94	2	6	1
Rsp	95	4	6	3
Rsp	96	3	1	4
Rsp	97	5	3	2
Rsp	98	2	4	2
Rsp	99	1	6	1
Rsp	100	4	4	5
Rsp	101	2	3	4
Rsp	102	4	5	5
Rsp	103	2	2	3
Rsp	104	4	5	3
Rsp	105	2	5	3
Rsp	106	4	1	2
Rsp	107	2	2	3
Rsp	108	5	1	2

Rsp	109	2	2	3
Rsp	110	1	6	1
Rsp	111	2	2	3
Rsp	112	3	2	5
Rsp	113	2	5	4
Rsp	114	4	5	4
Rsp	115	2	1	3
Rsp	116	4	2	1
Rsp	117	4	3	2
Rsp	118	3	6	3
Rsp	119	5	3	3
Rsp	120	5	1	5
Rsp	121	3	3	2
Rsp	122	5	3	4
Rsp	123	3	5	4
Rsp	124	2	4	3
Rsp	125	5	1	1
Rsp	126	5	5	5
Rsp	127	5	5	1
Rsp	128	5	1	3
Rsp	129	3	1	3
Rsp	130	5	5	2
Rsp	131	3	6	3
Rsp	132	4	2	3
Rsp	133	2	4	4
Rsp	134	5	1	5
Rsp	135	2	6	4
Rsp	136	5	4	1
Rsp	137	4	3	3
Rsp	138	3	1	4
Rsp	139	3	2	5
Rsp	140	4	4	3

Rsp	141	2	1	3
Rsp	142	2	5	5
Rsp	143	5	4	4
Rsp	144	3	5	5
Rsp	145	5	5	1
Rsp	146	5	1	3
Rsp	147	4	2	4
Rsp	148	2	3	1
Rsp	149	2	4	4
Rsp	150	3	6	5
Rsp	151	3	5	3
Rsp	152	5	5	2
Rsp	153	5	4	2
Rsp	154	2	4	2
Rsp	155	5	2	4
Rsp	156	4	4	2
Rsp	157	3	6	2
Rsp	158	5	5	1
Rsp	159	5	2	3
Rsp	160	3	4	1
Rsp	161	2	6	4
Rsp	162	4	5	4
Rsp	163	4	5	5
Rsp	164	5	6	2
Rsp	165	5	3	5
Rsp	166	4	6	2
Rsp	167	5	2	4
Rsp	168	3	6	1
Rsp	169	4	1	4
Rsp	170	2	1	5
Rsp	171	3	2	2
Rsp	172	4	1	2

Rsp	173	2	1	5
Rsp	174	5	4	2
Rsp	175	3	6	3
Rsp	176	5	1	4
Rsp	177	2	6	3
Rsp	178	3	3	5
Rsp	179	5	3	2
Rsp	180	5	4	4
Rsp	181	3	1	2
Rsp	182	4	3	3
Rsp	183	2	2	2
Rsp	184	5	3	2
Rsp	185	4	6	2
Rsp	186	5	3	1
Rsp	187	2	6	4
Rsp	188	3	2	1
Rsp	189	5	1	3
Rsp	190	3	3	5
Rsp	191	2	4	2
Rsp	192	3	1	5
Rsp	193	4	3	5
Rsp	194	3	1	5
Rsp	195	5	6	4
Rsp	196	5	2	5
Rsp	197	3	6	5
Rsp	198	3	4	5
Rsp	199	3	6	4
Rsp	200	2	2	1
Rsp	201	4	1	4
Rsp	202	4	3	3
Rsp	203	4	4	4
Rsp	204	3	3	2

Rsp	205	5	2	2
Rsp	206	2	5	2
Rsp	207	5	1	3
Rsp	208	1	1	1
Rsp	209	4	1	4
Rsp	210	3	2	1
Rsp	211	3	3	2
Rsp	212	1	3	1
Rsp	213	5	6	5
Rsp	214	5	2	2
Rsp	215	2	2	1
Rsp	216	5	3	1
Rsp	217	2	1	3
Rsp	218	2	6	3
Rsp	219	3	6	3
Rsp	220	4	1	2
Rsp	221	4	4	3
Rsp	222	2	1	3
Rsp	223	3	4	3
Rsp	224	5	2	4
Rsp	225	4	6	1
Rsp	226	4	2	2
Rsp	227	3	3	2
Rsp	228	3	6	2
Rsp	229	4	2	4
Rsp	230	5	6	4
Rsp	231	4	3	1
Rsp	232	5	3	2
Rsp	233	4	3	2
Rsp	234	4	1	5
Rsp	235	4	5	1
Rsp	236	4	1	4

Rsp	237	2	6	3
Rsp	238	2	4	4
Rsp	239	3	6	1
Rsp	240	5	3	3
Rsp	241	2	1	3
Rsp	242	3	2	2
Rsp	243	2	5	5
Rsp	244	5	3	5
Rsp	245	3	5	1
Rsp	246	1	4	1
Rsp	247	5	1	5
Rsp	248	2	4	5
Rsp	249	2	4	5
Rsp	250	3	6	1
Rsp	251	3	3	2
Rsp	252	4	1	1
Rsp	253	5	6	4
Rsp	254	4	4	1
Rsp	255	3	4	3
Rsp	256	3	3	2
Rsp	257	2	2	4
Rsp	258	1	4	1
Rsp	259	2	2	3
Rsp	260	4	5	4
Rsp	261	2	3	5
Rsp	262	1	3	1
Rsp	263	2	1	4
Rsp	264	2	4	2
Rsp	265	2	1	4
Rsp	266	2	4	1
Rsp	267	5	1	1
Rsp	268	2	1	3

Rsp	269	5	3	1
Rsp	270	5	6	3
Rsp	271	4	1	2
Rsp	272	5	5	3

3. Consumer Valuation Information

Q7 : A variety of television channels to watch

Q8 : Price

Q9 : Promotion

Q10 : Discount

Respondent		Consumer Valuation			
		Q7	Q8	Q9	Q10
Rsp	1	2	2	2	4
Rsp	2	4	2	2	3
Rsp	3	5	6	5	6
Rsp	4	1	2	1	4
Rsp	5	2	6	5	6
Rsp	6	2	1	3	6
Rsp	7	5	1	6	6
Rsp	8	6	4	1	1
Rsp	9	1	6	4	4
Rsp	10	4	6	4	1
Rsp	11	5	6	6	5
Rsp	12	1	2	2	6

Rsp	13	2	3	3	4
Rsp	14	2	5	4	3
Rsp	15	4	1	3	6
Rsp	16	1	3	4	5
Rsp	17	4	6	5	5
Rsp	18	3	2	6	6
Rsp	19	3	1	3	1
Rsp	20	2	1	5	6
Rsp	21	1	3	2	1
Rsp	22	6	4	5	4
Rsp	23	2	3	1	1
Rsp	24	6	3	6	2
Rsp	25	5	5	3	6
Rsp	26	1	2	1	6
Rsp	27	3	3	4	3
Rsp	28	5	3	4	5
Rsp	29	3	2	5	3
Rsp	30	2	1	6	1
Rsp	31	1	3	3	2
Rsp	32	4	5	4	5
Rsp	33	4	4	4	1

Rsp	34	6	6	6	3
Rsp	35	1	1	4	6
Rsp	36	5	1	1	5
Rsp	37	2	3	4	1
Rsp	38	6	2	1	4
Rsp	39	1	5	3	3
Rsp	40	2	3	3	4
Rsp	41	4	4	5	1
Rsp	42	4	1	1	6
Rsp	43	2	3	6	5
Rsp	44	4	6	5	5
Rsp	45	1	6	1	5
Rsp	46	3	1	1	1
Rsp	47	5	4	2	6
Rsp	48	3	5	3	5
Rsp	49	3	1	4	1
Rsp	50	1	6	2	3
Rsp	51	2	4	5	4
Rsp	52	4	1	5	6
Rsp	53	3	3	4	2
Rsp	54	2	3	1	4

Rsp	55	6	1	2	4
Rsp	56	2	4	5	6
Rsp	57	5	4	2	5
Rsp	58	4	2	1	3
Rsp	59	5	1	2	2
Rsp	60	4	6	6	2
Rsp	61	2	3	1	4
Rsp	62	6	4	5	4
Rsp	63	2	3	4	1
Rsp	64	2	6	3	6
Rsp	65	3	2	2	1
Rsp	66	4	2	1	4
Rsp	67	6	2	2	6
Rsp	68	1	3	4	4
Rsp	69	5	6	4	3
Rsp	70	4	5	5	4
Rsp	71	2	3	6	3
Rsp	72	3	1	6	6
Rsp	73	4	6	2	3
Rsp	74	4	1	1	1
Rsp	75	3	2	3	1

Rsp	76	6	2	3	2
Rsp	77	3	5	6	4
Rsp	78	6	3	3	1
Rsp	79	4	6	2	5
Rsp	80	3	5	3	6
Rsp	81	6	1	2	4
Rsp	82	1	1	4	1
Rsp	83	1	5	3	4
Rsp	84	2	4	4	3
Rsp	85	4	4	6	3
Rsp	86	1	2	6	2
Rsp	87	1	5	1	4
Rsp	88	6	5	1	4
Rsp	89	6	3	2	5
Rsp	90	3	2	4	4
Rsp	91	1	5	4	1
Rsp	92	3	1	3	4
Rsp	93	3	6	4	1
Rsp	94	6	1	4	4
Rsp	95	2	3	2	3
Rsp	96	5	6	6	6

Rsp	97	6	2	3	6
Rsp	98	4	2	2	2
Rsp	99	4	6	5	4
Rsp	100	1	5	6	4
Rsp	101	4	4	3	4
Rsp	102	4	4	5	5
Rsp	103	1	1	5	1
Rsp	104	1	3	5	2
Rsp	105	1	2	6	4
Rsp	106	2	1	1	4
Rsp	107	2	6	5	3
Rsp	108	6	2	3	5
Rsp	109	5	2	4	3
Rsp	110	5	1	5	6
Rsp	111	2	4	2	3
Rsp	112	2	1	2	6
Rsp	113	3	3	5	1
Rsp	114	2	6	2	4
Rsp	115	6	4	5	3
Rsp	116	3	4	4	2
Rsp	117	6	4	4	1

Rsp	118	5	3	3	1
Rsp	119	1	1	6	2
Rsp	120	6	4	3	1
Rsp	121	1	4	1	6
Rsp	122	2	2	4	4
Rsp	123	1	1	3	2
Rsp	124	3	3	6	1
Rsp	125	6	6	3	5
Rsp	126	5	3	1	2
Rsp	127	5	2	1	4
Rsp	128	5	1	3	3
Rsp	129	2	5	1	2
Rsp	130	5	5	2	4
Rsp	131	1	4	1	3
Rsp	132	2	3	6	3
Rsp	133	3	6	1	5
Rsp	134	2	6	4	1
Rsp	135	4	3	2	6
Rsp	136	1	4	4	4
Rsp	137	6	4	6	6
Rsp	138	2	4	1	2

Rsp	139	6	4	5	4
Rsp	140	3	1	4	5
Rsp	141	2	2	6	5
Rsp	142	4	5	1	5
Rsp	143	2	2	6	5
Rsp	144	2	4	1	3
Rsp	145	6	3	2	1
Rsp	146	1	4	3	6
Rsp	147	1	4	6	3
Rsp	148	5	1	2	6
Rsp	149	2	6	2	4
Rsp	150	6	5	6	2
Rsp	151	6	6	5	4
Rsp	152	1	6	5	5
Rsp	153	6	4	4	5
Rsp	154	1	3	1	6
Rsp	155	5	4	3	6
Rsp	156	1	1	3	5
Rsp	157	4	5	2	6
Rsp	158	2	6	3	3
Rsp	159	4	2	5	3

Rsp	160	3	4	1	2
Rsp	161	3	2	6	3
Rsp	162	2	6	3	5
Rsp	163	4	2	4	3
Rsp	164	5	3	3	4
Rsp	165	4	4	1	3
Rsp	166	2	1	1	2
Rsp	167	4	3	1	1
Rsp	168	1	5	5	2
Rsp	169	6	1	3	5
Rsp	170	4	3	6	1
Rsp	171	6	4	4	3
Rsp	172	4	6	2	4
Rsp	173	1	1	3	4
Rsp	174	6	4	3	5
Rsp	175	5	6	5	4
Rsp	176	4	4	1	6
Rsp	177	3	5	6	6
Rsp	178	1	1	3	5
Rsp	179	6	5	1	4
Rsp	180	5	3	6	5

Rsp	181	6	3	6	5
Rsp	182	4	2	1	1
Rsp	183	5	4	3	4
Rsp	184	6	5	1	2
Rsp	185	3	2	4	4
Rsp	186	1	5	1	4
Rsp	187	5	3	6	1
Rsp	188	2	4	3	4
Rsp	189	6	3	2	5
Rsp	190	6	4	4	4
Rsp	191	1	3	4	6
Rsp	192	6	2	3	6
Rsp	193	1	5	1	4
Rsp	194	1	1	3	5
Rsp	195	6	1	3	1
Rsp	196	4	6	5	6
Rsp	197	2	1	6	2
Rsp	198	2	3	2	3
Rsp	199	5	2	2	4
Rsp	200	6	6	3	4
Rsp	201	6	5	6	3

Rsp	202	3	6	6	4
Rsp	203	4	5	1	1
Rsp	204	2	5	2	2
Rsp	205	2	6	2	2
Rsp	206	5	3	1	5
Rsp	207	1	3	4	6
Rsp	208	4	1	2	5
Rsp	209	4	5	6	4
Rsp	210	3	5	2	4
Rsp	211	4	2	5	5
Rsp	212	3	2	6	6
Rsp	213	6	5	4	6
Rsp	214	2	2	3	4
Rsp	215	1	4	6	1
Rsp	216	2	6	4	3
Rsp	217	6	2	6	4
Rsp	218	4	2	6	3
Rsp	219	5	5	3	1
Rsp	220	6	1	6	5
Rsp	221	4	5	5	1
Rsp	222	6	4	3	2

Rsp	223	5	4	6	5
Rsp	224	3	5	1	1
Rsp	225	1	3	6	1
Rsp	226	1	3	2	3
Rsp	227	6	4	3	3
Rsp	228	5	3	1	6
Rsp	229	4	3	5	2
Rsp	230	5	2	3	3
Rsp	231	5	4	3	4
Rsp	232	1	1	2	5
Rsp	233	6	1	5	1
Rsp	234	1	3	1	3
Rsp	235	5	6	3	4
Rsp	236	1	1	1	3
Rsp	237	4	2	3	2
Rsp	238	3	1	2	5
Rsp	239	5	5	6	3
Rsp	240	1	3	5	2
Rsp	241	5	3	5	3
Rsp	242	3	3	5	2
Rsp	243	4	6	2	4

Rsp	244	5	1	3	6
Rsp	245	1	1	4	2
Rsp	246	4	1	6	1
Rsp	247	4	6	5	4
Rsp	248	6	3	6	4
Rsp	249	3	2	4	5
Rsp	250	4	5	4	6
Rsp	251	3	5	5	6
Rsp	252	5	4	5	2
Rsp	253	2	4	1	5
Rsp	254	6	5	3	5
Rsp	255	3	2	3	6
Rsp	256	4	5	1	3
Rsp	257	1	5	3	1
Rsp	258	3	3	6	6
Rsp	259	3	2	3	4
Rsp	260	6	1	3	4
Rsp	261	4	4	4	1
Rsp	262	2	4	6	4
Rsp	263	6	6	5	4
Rsp	264	2	2	5	1

Rsp	265	2	3	1	1
Rsp	266	1	2	1	4
Rsp	267	2	3	2	6
Rsp	268	4	1	2	3
Rsp	269	6	5	1	3
Rsp	270	3	2	6	5
Rsp	271	6	3	5	5
Rsp	272	5	6	2	5

4. Consumer Interest

Q11 : Interested with the product

Q12 : Willing to buy the product

Q13 : Willing to buy the product without additional channel

Respondent		Consumer Interest		
		Q11	Q12	q13
Rsp	1	1	2	1
Rsp	2	2	2	2
Rsp	3	2	2	2
Rsp	4	1	2	2
Rsp	5	2	2	2
Rsp	6	1	1	2
Rsp	7	2	2	2
Rsp	8	1	1	1
Rsp	9	1	1	2
Rsp	10	1	1	2
Rsp	11	2	2	2
Rsp	12	1	1	2
Rsp	13	2	2	2
Rsp	14	2	2	2
Rsp	15	2	2	2
Rsp	16	2	2	2
Rsp	17	2	2	2
Rsp	18	2	2	2
Rsp	19	1	1	2
Rsp	20	1	1	2
Rsp	21	1	2	1
Rsp	22	1	2	2
Rsp	23	1	1	2
Rsp	24	1	1	1
Rsp	25	1	1	1
Rsp	26	2	2	2
Rsp	27	1	1	1
Rsp	28	1	2	2
Rsp	29	1	1	2
Rsp	30	1	1	1
Rsp	31	2	2	2
Rsp	32	2	2	2
Rsp	33	1	1	1
Rsp	34	2	2	2
Rsp	35	2	2	2

Rsp	36	1	1	1
Rsp	37	2	2	2
Rsp	38	2	2	2
Rsp	39	2	2	2
Rsp	40	1	1	1
Rsp	41	2	2	2
Rsp	42	2	2	2
Rsp	43	2	2	2
Rsp	44	2	2	2
Rsp	45	1	1	1
Rsp	46	2	2	2
Rsp	47	2	2	2
Rsp	48	2	2	2
Rsp	49	1	2	1
Rsp	50	2	2	2
Rsp	51	1	1	1
Rsp	52	1	1	2
Rsp	53	1	2	2
Rsp	54	1	2	1
Rsp	55	1	2	2
Rsp	56	1	1	2
Rsp	57	1	1	2
Rsp	58	1	2	1
Rsp	59	1	1	1
Rsp	60	1	2	2
Rsp	61	1	1	1
Rsp	62	1	1	2
Rsp	63	2	2	2
Rsp	64	1	2	1
Rsp	65	2	2	2
Rsp	66	2	2	2
Rsp	67	1	2	1
Rsp	68	1	2	1
Rsp	69	2	2	2
Rsp	70	1	2	1
Rsp	71	1	1	1
Rsp	72	2	2	2
Rsp	73	2	2	2
Rsp	74	1	2	1
Rsp	75	1	1	1
Rsp	76	1	1	1
Rsp	77	2	2	2

Rsp	78	1	2	2
Rsp	79	2	2	2
Rsp	80	1	2	1
Rsp	81	1	1	1
Rsp	82	2	2	2
Rsp	83	2	2	2
Rsp	84	2	2	2
Rsp	85	1	2	1
Rsp	86	2	2	2
Rsp	87	2	2	2
Rsp	88	1	2	1
Rsp	89	2	2	2
Rsp	90	1	2	1
Rsp	91	1	1	1
Rsp	92	1	1	1
Rsp	93	2	2	2
Rsp	94	1	2	2
Rsp	95	1	2	1
Rsp	96	1	1	2
Rsp	97	1	1	1
Rsp	98	1	1	2
Rsp	99	2	2	2
Rsp	100	2	2	2
Rsp	101	2	2	2
Rsp	102	2	2	2
Rsp	103	1	2	1
Rsp	104	1	1	1
Rsp	105	2	2	2
Rsp	106	1	1	1
Rsp	107	1	1	1
Rsp	108	2	2	2
Rsp	109	1	2	1
Rsp	110	1	2	1
Rsp	111	1	1	1
Rsp	112	2	2	2
Rsp	113	1	2	1
Rsp	114	1	1	1
Rsp	115	2	2	2
Rsp	116	1	2	2
Rsp	117	1	2	1
Rsp	118	1	1	1
Rsp	119	1	1	1

Rsp	120	1	2	2
Rsp	121	1	2	2
Rsp	122	1	1	1
Rsp	123	2	2	2
Rsp	124	1	2	1
Rsp	125	1	2	1
Rsp	126	2	2	2
Rsp	127	2	2	2
Rsp	128	1	1	1
Rsp	129	1	1	1
Rsp	130	2	2	2
Rsp	131	1	2	1
Rsp	132	2	2	2
Rsp	133	2	2	2
Rsp	134	2	2	2
Rsp	135	2	2	2
Rsp	136	1	2	1
Rsp	137	2	2	2
Rsp	138	2	2	2
Rsp	139	2	2	2
Rsp	140	2	2	2
Rsp	141	2	2	2
Rsp	142	1	1	1
Rsp	143	2	2	2
Rsp	144	1	1	1
Rsp	145	2	2	2
Rsp	146	1	1	1
Rsp	147	2	2	2
Rsp	148	1	2	1
Rsp	149	2	2	2
Rsp	150	2	2	2
Rsp	151	1	2	1
Rsp	152	2	2	2
Rsp	153	1	1	1
Rsp	154	2	2	2
Rsp	155	2	2	2
Rsp	156	2	2	2
Rsp	157	2	2	2
Rsp	158	2	2	2
Rsp	159	1	1	1
Rsp	160	1	1	1
Rsp	161	2	2	2

Rsp	162	1	1	1
Rsp	163	2	2	2
Rsp	164	2	2	2
Rsp	165	1	2	1
Rsp	166	1	1	1
Rsp	167	2	2	2
Rsp	168	1	2	1
Rsp	169	1	2	1
Rsp	170	2	2	2
Rsp	171	1	2	1
Rsp	172	2	2	2
Rsp	173	1	2	1
Rsp	174	1	2	1
Rsp	175	2	2	2
Rsp	176	2	2	2
Rsp	177	1	1	1
Rsp	178	1	2	1
Rsp	179	1	1	1
Rsp	180	2	2	2
Rsp	181	1	2	1
Rsp	182	1	1	1
Rsp	183	2	2	2
Rsp	184	1	2	1
Rsp	185	2	2	2
Rsp	186	1	1	1
Rsp	187	1	2	1
Rsp	188	2	2	2
Rsp	189	2	2	2
Rsp	190	2	2	2
Rsp	191	1	1	1
Rsp	192	1	1	1
Rsp	193	1	1	1
Rsp	194	2	2	2
Rsp	195	1	1	1
Rsp	196	1	1	1
Rsp	197	2	2	2
Rsp	198	1	2	1
Rsp	199	1	2	1
Rsp	200	2	2	2
Rsp	201	1	1	1
Rsp	202	2	2	2
Rsp	203	2	2	2

Rsp	204	1	2	1
Rsp	205	1	2	1
Rsp	206	2	2	2
Rsp	207	2	2	2
Rsp	208	1	1	1
Rsp	209	1	1	1
Rsp	210	2	2	2
Rsp	211	2	2	2
Rsp	212	2	2	2
Rsp	213	1	1	1
Rsp	214	2	2	2
Rsp	215	1	1	1
Rsp	216	2	2	2
Rsp	217	2	2	2
Rsp	218	1	1	1
Rsp	219	2	2	2
Rsp	220	2	2	2
Rsp	221	1	2	1
Rsp	222	2	2	2
Rsp	223	2	2	2
Rsp	224	2	2	2
Rsp	225	2	2	2
Rsp	226	1	2	1
Rsp	227	1	1	1
Rsp	228	2	2	2
Rsp	229	2	2	2
Rsp	230	2	2	2
Rsp	231	2	2	2
Rsp	232	2	2	2
Rsp	233	2	2	2
Rsp	234	2	2	2
Rsp	235	1	1	1
Rsp	236	1	1	1
Rsp	237	1	2	2
Rsp	238	2	2	2
Rsp	239	1	2	1
Rsp	240	2	2	2
Rsp	241	1	1	1
Rsp	242	1	1	2
Rsp	243	1	2	1
Rsp	244	2	2	2
Rsp	245	2	2	2

Rsp	246	2	2	2
Rsp	247	1	1	1
Rsp	248	2	2	2
Rsp	249	1	2	1
Rsp	250	1	1	1
Rsp	251	1	2	1
Rsp	252	2	2	2
Rsp	253	2	2	2
Rsp	254	2	2	2
Rsp	255	1	1	2
Rsp	256	1	1	2
Rsp	257	1	2	1
Rsp	258	1	1	1
Rsp	259	2	2	2
Rsp	260	2	2	2
Rsp	261	1	1	1
Rsp	262	2	2	2
Rsp	263	2	2	2
Rsp	264	1	2	1
Rsp	265	2	2	2
Rsp	266	2	2	2
Rsp	267	1	2	2
Rsp	268	1	1	1
Rsp	269	1	2	1
Rsp	270	2	2	2
Rsp	271	1	1	1
Rsp	272	2	2	2

Hasil Uji Validitas Reabilitas menggunakan SPSS

Correlations						
		q7	q8	q9	q10	total
q7	Pearson Correlation	1	.063	.059	.066	.573 ^{**}
	Sig. (2-tailed)		.298	.333	.280	.000
	N	272	272	272	272	272
q8	Pearson Correlation	.063	1	.043	.018	.524 ^{**}
	Sig. (2-tailed)	.298		.475	.764	.000
	N	272	272	272	272	272
q9	Pearson Correlation	.059	.043	1	-.004	.522 ^{**}
	Sig. (2-tailed)	.333	.475		.945	.000
	N	272	272	272	272	272
q10	Pearson Correlation	.066	.018	-.004	1	.499 ^{**}
	Sig. (2-tailed)	.280	.764	.945		.000
	N	272	272	272	272	272
total	Pearson Correlation	.573 ^{**}	.524 ^{**}	.522 ^{**}	.499 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	272	272	272	272	272

^{**}. Correlation is significant at the 0.01 level (2-tailed).