

## ABSTRAK

Seiring dengan deregulasi industri telekomunikasi yang dimulai setelah disahkannya UU No.36/1999/Tentang Telekomunikasi menggantikan UU No.3 /1989 Tentang Telekomunikasi, maka terjadi perubahan pada peta industri operator telepon seluler di Indonesia. Penyelenggara layanan jasa telekomunikasi yang sebelumnya dimonopoli oleh PT Telkom berubah menuju ke arah persaingan. Penelitian ini bertujuan untuk menganalisis bagaimana struktur pasar, perilaku perusahaan, dan kinerja industri operator telepon seluler pasca deregulasi industri telekomunikasi. Analisis dan metode penelitian dilakukan dengan mengacu pada model penelitian dari Woong Shoon Sooi pada tahun 2005 yang berjudul "*An Analysis of The Malaysian Cellular Communications Industry Using The Structure-Conduct-Performance (SCP) Paradigm and Game Theory*" dengan melakukan perubahan variabel untuk relevansi dengan keadaan industri operator seluler di Indonesia. Hasil analisis dari penelitian ini menunjukkan bahwa permintaan pasar pada industri operator seluler cenderung elastis. Kurva penawaran pada perusahaan operator terbagi menjadi dua, yaitu kurva penawaran operator GSM dan CDMA dimana kurva penawaran GSM memiliki *fixed cost* yang lebih besar dari penawaran CDMA. Struktur pasar industri operator seluler adalah oligopoli ketat. Perilaku (*conduct*) yang dilakukan oleh perusahaan operator merupakan perilaku oligopoli Bertrand, dimana setiap perusahaan bersaing untuk dapat memaksimalkan profit melalui strategi bersaing harga dan non harga. Selain bersaing, perusahaan dalam industri operator telepon seluler juga melakukan perilaku bekerjasama dalam menetapkan tarif. Kinerja (*performance*) industri operator telepon seluler di Indonesia dapat dikatakan kurang baik dari sisi profitabilitas dan output, namun sudah cukup baik dari sisi kualitas layanan.

Kata kunci : Struktur, Perilaku ,Kinerja, Deregulasi, Industri Operator Telepon Seluler.

**ABSTRACT**

*Indonesia's cellular phone operator industry has a lot of changing since the deregulation of telecommunication industry which is started when the telecommunication law (UU/36/1999) had been issued in 1999. The objectives of this research are analysing the market structure, firms conduct, and market performance after the telecommunication industry deregulation. The method of this research was adopted from the research of Woong Shoon Hooi (2005) with doing some changes in its analysis technique and variables to make it relevance with the condition of Indonesia's cellular phone industry. The title of his research was "An Analysis of Malaysian Cellular Communications Industry Using The Structure-Conduct-Performance (SCP) Paradigm and Game Theory". The result of the analysis is the market demand of cellular phone operator industry was relatively elastic. The supply curve in Indonesia cellular phone operator industry is divided into two, which is the GSM operator supply and the CDMA operator supply where the GSM operator supply has more fixed cost than the CDMA operator supply. The market structure of Indonesia's cellular phone industry is tight oligopoly. The conduct done by these firms was the conduct of Bertrand oligopoly, where every firm in industry was competing to maximize their profit by using the price competition and non-price competition strategy. Besides the competition, the cellular phone operator was also did the cartel for establishing the tariff. The performance of cellular phone operator industry is not good enough from the output and profitability that been showed, but its also showing good performance from the quality of services. Meanwhile, the relation of the structure-conduct-performance is influencing each other and also affected by the technology and regulation.*

*Keyword : Structure, Conduct, Performance, Deregulation, Indonesia's cellular phone industry*