ABSTRACT

Smartphones have a short product life cycle compared to other electronic products. Competition in the smartphone industry increasingly stringent encourage smartphone producers to continue to innovate in its products. Growing trend, innovations are launched not able to survive long and must immediately return updated with newer innovations. Manufacturers are required to understand what kind of innovation that is desired by the market. Bandung is one of the potential market for smartphone producers since Bandung would be an example of smart city in Indonesia, which is smart city means a city that the entire population can be interconnected with the help of technology.

This study aims to provide an overview of the smartphone positioning map based on the preferences of consumers in Bandung city in 2014. This research is descriptive. Sampling techniques using nonprobability sampling. Data was collected by distributing questionnaires to 385 respondents with data analysis techniques using multidimensional scaling analysis.

The results showed that Samsung and Sony are two brands of smartphone consumers rated the most similar and the most competing and based on consumer preference on 11 attributes used in this study, Samsung became the best smartphone brand, followed by Apple, Sony, Nokia and the last is the Blackberry.

Keywords : Smartphone, Positioning, Preferences, Perceptions, Multidimensional Scaling, Perceptual Map