

ABSTRACT

MyNet is one of the internet service providers in Bandung. At present, MyNet has some of problems. Regarding this issue is the awareness of users of internet service providers on the MyNet brand, the low level of difference in the MyNet brand compared to other brands of internet service providers. Through these considerations, it can be concluded that the MyNet brand is weak. One effort to build competitive differentiation is to make strategic positioning.

The purpose of this study was to determine the positioning of MyNet among its competitors in Bandung. The method used in this study is Multidimensional Scaling which will produce a perception map. The attributes used in this study are package price, quota suitability package with attractive promotions, bandwidth, wide-area coverage, customer service with customers, brand popularity, internet access speed, download speed and upload, speed stability, network-related, internet network security system, ease of complaint reporting, ease of changing conversation packages, ease of registration and service, speed of handling customer complaints, and ease of obtaining products. The population in this study were users of internet service providers. The research sample was 240 people. The sampling technique is purposive sampling (non-probability sampling)

Through perceptual mapping three competition groups are divided into three regions. MyNet places the same area as Nethost, Melsa, and CIFO. The main competitor of MyNet is Nethost. In this study Nethost has the most superior position in this region and is used to improve MyNet with the advantages that Mynet has is the speed of handling customer complaints. Improvement of MyNet's position is based on attributes that are MyNet weaknesses, but these attributes can be a support for achieving the goals that will be achieved by MyNet.

Keywords: Positioning, Internet Service Provider, Perceptual Mapping, Multidimensional Scaling