

ABSTRACT

Increasing development of money remittance business in Indonesia makes the fierce competition among several companies that service providers. One of them is PT. Telkom with Delima products. In the business market remittance money is tight, PT. Pos Indonesia and Western Union emerged as a brand that is able to dominate the activities remittance activities in the country. As a new product, in order to compete, PT. Telkom should know the customer's perception of the Delima products, as well as comparisons with similar brands to find out if there is a difference between corporate positioning strategy with an overview of existing products in the customer's mind

This study aims to map the competitive landscape and positioning money remittance's brand service providers based on the attributes obtained by perceptions and preferences.

From the results of the identification of attributes obtained a total of 39 attributes needs, which further in Factor into 8 attribute is a collection of some of the attributes needed. The eight attributes are Service & Customer Service; Ease of Registration and Transaction; Speed Services; Rates & Promotions; Brand's Featured, Technology, & Reliability; Range of Services; Security; Brand Effect. These attributes affect the perception data analysis and customer preferences that produce perceptual map. Perceptual map data analysis describes the position of the customer's perception of each brand in a spatial map which can clearly describe the competitive landscape among those brands. Perceptual map also illustrates which attributes become the advantage of a brand based on customer preference data

The results of the data processing show that Delima perceived have similarity to Wesel pos from PT. Pos Indonesia and Delima is proved to be superior in ease Registration and Transaction attribute. Given these results, there is a difference with the existing attributes that are the advantage of Delima such as Fast, Reliable, Trustworthy, Range of Services. Therefore, PT. Telkom needs to examine the attributes of what needs to be improved in quality of service and what attributes are maintained to be the advantage to be able to compete in the money remittance business

Keywords: perceptual map, positioning, multidimensional scaling. perceptions, preferences, money remittance