# ABSTRACT

The growth of Internet users number in Indonesia makes the competition among service providers or called Internet Service Provider tighter. Speedy as one of the Internet Service Provider coming from PT Telekomunikasi Indonesia Tbk also inseparable from the problem of this tighter competition. The aims of this research are to evaluate the positioning strategy and the service provided by Speedy according to perceptual mapping with Multidimensional Scaling method. The results of perceptual mapping are the information about Speedy's position in the Internet Service Porvider's market, and the strength along with weakness of Speedy's attributes.

From the attributes identification obtained fourteen attributes. The fourteen attributes then analyzed with an analysis called factors analysis that reduce the fourteen attribute to six. Those six attributes are promo, speed, customer service and brand, price, connectivity and quotas. Brands that being analyzed are eight brands like Speedy, IM2, AHA, Telkomsel Flash, Three, Smartfren, XL and Axis. Furthermore, the brand and the attributes used for the analysis of customer perceptions and preferences. From the data processing further for perception, perceptual map obtained between brands of Internet Service Provider. With perceptual map later be known that Speedy's position in the market and other brand of Internet Service Providers's position in the market. Perceptual map then processed again with six attributes that are promo, speed, customer service and brand, price, connectivity and quota based on customer preferences. From processing these preferences later will be obtained what attributes preferably and what attributes are less preferably based on customer preferences.

The results obtained from data processing shows that Speedy similar to IM2. As well as an analysis of the six attributes, Speedy preferably at four attributes that are speed, price, connectivity and quotas. While Speedy less preferebly at the two other attributes that is promo, speed, customer service and brand. Based on the result obtained, composed some recommendations as proposed to repairements and improvements that can be done to improve the service Speedy.

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