ABSTRACT

The development of the Internet in Indonesia is quite rapid. It can be seen form the growth of Internet Service Providers (ISPs). A large number of ISP's operating in Indonesia creates tight competition and make companies compete to get the leader position in the consumer's mind. One ISP that has to face that tight competition by other competitors is Speedy. To win the competition, Speedy has to figure out the profile of its competitors, and analyzing its position to those competitors. The purpose of this study is determining the key success factors of internet service providers industry and to Speedy's identity position in the internet market in Indonesia based on key success factors that have been defined previously.

Based on the results of literature study, there are 20 key success factors of internet service providers. The next step is weighty process of the key success factors using expert opinion. Meanwhile using company profiles, expert are asked to rate the companies for every factors. Speedy is on the second position for total rating. Speedy needs improvement on network performance, used technology, wide coverage brand network, promotion product strategic, expand the market with product bundling, provide training to employees, services priority, large procurement, considering consumer needs, the financial condition, low cost equipment installation, and government policy.

Keywords : competitor analysis, competitor array