

ABSTRACT

Astinet Telkom is one of Telkom Indonesia's connectivity products with the enterprise business market segment. In terms of revenue, bandwidth, and NAL in 2021, the achievements have not been able to meet the targets set by the Telkom EBIS directorate. The purpose of this study was to determine the perception of internet business consumers on the selection of internet businesses in Jabodetabek based on a perception map using the MDS method. Multidimensional scaling is a multivariate method that aims to determine the conditions of competition, advantages and disadvantages and can find out the position of each internet business in the eyes of consumers. In this study, the attributes that will be used are product price, internet speed quality, network stability, coverage area, ease of obtaining product information, ease of reporting network problems, troubleshooting, ease of service registration, service level guarantee, number of public IPs provided, upload speed. and downloads, brand reputation, package ease of use, and bandwidth variation. The research sample is 150 internet business consumers. The data for this study were obtained from the distribution of questionnaires that will be input in the MDS processing. After processing the data using MDS, a perceptual mapping will be obtained with Astinet Telkom's position as the main competitor, namely Indosat. All the attributes that become the assessment parameters are Astinet Telkom's weaknesses compared to Indosat.