ABSTRACT

At this time, smartphones become a primary needs of people. The Competition in the smartphone industry intensifies, pushing the producers to be more intelligent and innovate in producing smartphones. Chinese's smartphone manufacturer begins to compete in the world smartphone industry, including Huawei, Lenovo, Oppo, and Xiaomi. Chinese's manufacturer is required to analyze the competition and the willingness of the market, one of which is the positioning analyze. Bandung is one of the potential market for smartphone manufacturers. Since 2015, Bandung becomes a smart city which is the most active city who helped the build of the city using a smartphone. That means the city has a high power of purchase in technology, particularly smartphone.

This research aims to provide an overview smartphone map positioning based on the perception of consumers in the Bandung City in 2015. This research is descriptive with the sampling technique is nonprobability sampling. The data was collected by distributing the questionnaires to 384 respondents in Bandung online and offline. The data is analyzed using a multidimensional scaling (MDS). This model can be accepted if the RSQ $\geq$ 0,6. There are 11 attributes used in this research, brand, battery, price, design, camera, features, durability, screen, memory, processor, and ease of use.

The result of this research indicate that despite the uniqueness of the Chinese's smartphone has a uniformity in the competition but at the level of similarity, Chines's smartphone is not resemble to each other, which means they have their own level of competition. However, based on consumer perceptions of 11 attributes used, Oppo smartphone is the best of all, followed by Lenovo, Huawei, and the last is Xiaomi.

Keywords: *Chinese's Smartphone*, *Positioning*, *Perception*, *Brand*, *Multidimensional Scaling*, *Perceptual Map*