ABSTRACT

Telecommunication device now has a new term called phablet. It is an abbreviation of the words smartphone and tablet. Phablet has a larger size than a smartphone, and it has a smaller size than a tablet. Indonesia becomes the largest market for the phablet category in 2015. With the phablet brand competition, positioning product is important to know what kind of preferences that influence consumers to choose the phablets. Furthermore, it is needed for the phablet companies to determine strategies that will be done in the future, especially for the companies which want to have specific target market.

This study aims to know how the positioning through perceptual mapping from each phablet brand based on the perception of consumers in Indonesia (study in phablet brand Apple, Samsung, Asus Zenfone, Xiaomi, Lenovo, and LG).

In this study, the method which was used by the writer is quantitative descriptive by using MDS (Multidimensional Scaling) as a technique of data analysis. The technique of data collection that was used is convenience sampling. There are 400 phablet users who took a part in the study as the respondents.

The results showed that the phablet positioning map based on consumer perception shows that Apple is supreme on the attributes of design, durability, features, battery consumption, and lifestyle. Samsung is supreme in the brand and easy to find. Asus Zenfone is supreme in ease to operation. In contrast, Xiaomi does not have the dominant supremacy. Xiaomi is only on 2ⁿᵈ rank in attribute of price. Furthermore, Lenovo excels on attribute price. LG does not have the dominant supremacy because it is always on the lowest ratings in almost all the attributes. However there is an attribute which is on 4ᵗʰ rank, it is price attribute.

Based on the result of the research, it is recommended to any phablet brand company to be able to do the evaluation and improvement of the phablet product. Furthermore, the phablet brand company is suggested to do the new innovations in each of the attributes assumed to have bad quality for consumers and be able to maintain the attributes assumed to have good quality for consumers.

Keywords: Phablet, Positioning, Multidimensional Scaling, Consumer Perception