

## **ABSTRACT**

*Fixed Broadband development that no less rapidly than Mobile Broadband make compete of provider to complete the needs of its customer. Competition between providers is increasing, therefore each provider is required to have a strong strategy to get the right positioning. To be able to know the positioning of provider fixed broadband in Bandung city, the researchers conducted an analysis positioning based on consumer perceptions in Bandung through consumer perception map.*

*This study use descriptive method by comparing four Provider Fixed Broadband. The analysis used in this research is multidimensional scaling analysis. This analysis describes the positioning of Provider Fixed Broadband which the dimension is determined by the variable. The closer the position of the Provider Fixed Broadband point to the variable point on the perceptual map, then the better the Provider Fixed Broadband according to the variable. The number of the sample of this research is 385 respondents using nonprobability sampling with convenience sampling method.*

*Based on customer perception of Provider Fixed Broadband consumer to the whole variable. IndiHome is occupied the very good position among the other Provider Fixed Broadband. The second position is occupied by First Media and then Biznet at third position. CBN is occupied the last position which is considered as the not good enough Provider Fixed Broadband by the users and prospective customers.*

*Keywords: provider fixed broadband, positioning, and multidimensional scaling*