

ABSTRACT

Indonesian mobile telecommunication industry experienced unprecedented growth in recent years and is expected to continue to experience significant growth. Along with the growth in the telecommunications industry, the competition among providers even more stringent. Therefore, companies also need to know the extent to which competitive level against competitors in gaining market share. So, an appropriate marketing strategy is needed for the product, one of the approaches is the game theory. There are some things that become the main attributes are the focus for telecommunications companies namely price, coverage area, customer base, and customer service. Thus, the purpose of this study is to determine the most overlooked attributes that consumers in using the service provider.

This research method is quantitative and methods of data collection through an online questionnaire to respondents who wears provider among others Telkomsel, Indosat, and XL. Obtained from questionnaires that has been distributed to 128 respondents from each provider, and the total number of respondents were 384 respondents. Processing data using analytical techniques with the payoff matrix and using the theory of pure game strategy.

The results of data processing using game theory, namely Telkomsel has the advantage on the attributes of customer service. But Indosat does not have any advantage in the face of Telkomsel and XL. XL has the advantage on price attributes when faced with Indosat, but XL does not have any excess if faced with Telkomsel.

XL should have to minimize their defeat against Telkomsel in a way to maximize their victory through pricing strategies. Then Indosat can minimize the loss is through customer service strategy. Meanwhile, Telkomsel can maximize customer service through a strategic victory.

Kata Kunci: Game Theory, Marketing Strategy.