ABSTRACT

Nowadays, consumers are being confused with a lot of options when it comes to buying smartphone with high tech operation system and many of special specification. Many of manufacture of telecomunication tools are trying to create a smartphone that has an advance features based on what consumers wants. Development of smartphones in the world, especially Indonesia currently very rapid. These smartphones currently available with different brands and different types of product base operating system (platform) such as Android, iOS, Windows Phone, Blackberry and others.

The purpose of this study was to determine the positioning of the smartphone operating system based on the perception of consumers in West Java. And providing advice on what steps should be done each company's smartphone operating system in order to have the design, durability, product features, brand, social influence and a better price so that it can be the choice of consumers, especially in West Java.

The method used in this research is descriptive method by comparing the four brands of smartphone operating systems. Analyses were performed using Multidimensional Scaling to map the position of the smartphone operating system 6 perceptual attribute in a folder with the number of respondents was 503 respondents.

According to customer perception, the IOS operating system in the first position on the attributes of design, brand and social influence, and the second position on the attributes of durability, product features and pricing. For the Android operating system in the first position on the attributes of durability, product features and prices, and the second position on the attributes of design, brand and social influence. For the operating system Windows Phone occupying

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the third position on the attributes of design, durability, product features, brand, social influence and price. For the Blackberry operating system occupied the fourth position on the attributes of design, durability, product features, brand, social influence and price.