

ABSTRACT

Currently, smartphone development are getting higher, especially in society where its used by everyone. Seeing this, smartphone producers are doing more in innovating their products. Competition in smartphone market is easily visible right now between Samsung and Apple, and then Blackberry and Nokia which just now trying to re-introduce their products with android-base OS, which the need of product positioning analysis is beneficial to find how competitive it is.

Indonesia is one of Asia country that become a smartphone market. This research hopes to finding the map of smartphone positioning based on consumer perception in Indonesia. This research is a descriptive research with sampling technique (nonprobability sampling). Data are gathered from 385 respondent by questionnaires in Indonesia. This research using a quantitative research method with Multidimensional Scaling (MDS) data analytic technique which model that accepted if $RSQ \geq 0,6$.

In this research there are 7 variables that used in this research, which are design, price, future, processor, memory, battery, and camera. Results showing that smartphone (samsung, Iphone, Blackberry, and Nokia) have their own competitive rate. But based on consumer perspective to 7 variables that being used in this research, Iphone is the best, followed by samsung, Blackberry, and Nokia. based on the level of similarity shows the closest smartphone distance to Samsung smartphones is the Blackberry smartphones, a smartphone that has the nearest distance to the smartphone iPhone is a smartphone Blackberry, a smartphone that has the nearest distance to the Blackberry smartphone is Nokia, and a smartphone that has the nearest distance with Nokia smartphones is the Blackberry smartphone , Seen overall, the Blackberry smartphone is the smartphone that is closest to the three existing smartphones and Blackberry are perceived by consumers most like and most compete with Nokia smartphones with the closest Euclidean distance is equal to 0.994 were already described in Table 4.7. But according to consumer perceptions of 7 attributes used, smartphone Iphone being the best has advantages over the quality of the design of the most good, the product features of the kindest, most processors nice and the camera is the best., Followed by Samsung perceived by consumers as a Smartphone which has the advantage of Memory and Batteries, Blackberry Smartphone has a lot of weaknesses when seen in Table 4:17, but when seen from the results of the ranking, Smartphone Blackberry gained third place with a total rank 21, and Nokia based on the perception of consumers in Table 4:17 Nokia only has one strength in the first place that is price attributes.

Keyword: Smartphone, Positioning, Perception, Multidimensional Scaling, Perceptual Map.