

## **ABSTRACT**

*This research aims to find out laptop brand selection perceptual map of among Telkom University students. The object of this research study are some of incoming laptop brand in Top Brand 2016 which are Acer, Lenovo, Asus, Toshiba, HP, Samsung and Apple. The attributes of the study are design instrument, operation system, variation, feature set, specification, processor, battery resistance, product price, price resale, warranty, LCD display, storage capacity, product quality, sustainability to defect, and keyboard quality. This research used quantitative method. Research instrument used was a questionnaire, which distributed to 100 respondent sample area of the object of research. In taking a sample of this study, the researcher used Probability sampling by using proportionate stratified random sampling. The data analysis that used is multidimensional scalling analysis, this analysis gives perception map picture, appeared the position of each laptop brand that is close together or far apart. Laptop brand that showed in a perceptual map will display rank of the best position than another laptop brand. As perception, Apple occupies the first best position among another best laptop brands. That is proved by the rank position from respondents preference based on overall attributes which is more excellent in design, operation system, variation, feature set, specification, processor, battery resistance, product quality, and keyboard quality. For price product attribute is occupied by Lenovo as the cheapest rather than another laptop brands. Meanwhile, for the LCD display attribute, price resale, and storage capacity are occupied by Asus which get the second best rank based overall attribute.*

*Keywords : Perceptual Map, Multidimensional Scalling (MDS), product attributes*