

ABSTRACTION

Fren is one of CDMA's service products such as Flexy, Esia and StarOne. It is a service product of PT Mobile – 8. Lot of CDMA's service trademarks at nowadays, and each operators compete each others to place their products in customer mindset, in this case we call as *positioning*. To anticipate this competition, coming as necessity, PT Mobile – 8 need to know how is the competition based on customer's perception and preference. In addition, Mobile – 8 need to know Fren's position at present time compare to other CDMA products based on customer perception. It is a necessity to a company to know what is/are become customer preference to CDMA wireless service in order to build marketing strategy(ies).

This research using questioners to collect perception data needed based on determinant attributes. These questioners were issued to CDMA's prepaid customers in condition they have/had been using three of CDMA service products in Bandung. Data manipulation was done with *Multidimensional Scaling* method to modeling perception map. Then it continues processing data regression to find out attribute vector coordinate. These outputs will be modeled on a positioning map.

As data processing that modeled on positioning map, it is known that the three products (they are Flexy, Fren, Esia) have almost no differences each other. Then if look to Fren's position compare to determinant attribute, known that Fren has bad quality compare to two others. As bad as the quality so do the level of service, price offered, difficultness of having product and low-encouragement marketing promotion. Rest of all, Fren has one goodness than the two others, it's more feature able to use. By this method, we retrieve attribute ranking which customer concern in selecting a CDMA prepaid service. First of all that concerned are product quality, price offered, level of service, feature ability, and easiness to get product and at least is marketing promotion.

Marketing strategy need to planned based on the Fren's positioning given by customer perception. Need to be done leveling of product quality, level of service, price strategy making that will compete to two other CDMA operators, easing customer to getting product, planning selling promotion, and keeping the goodness of Fren's.

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