

ABSTRACT

Along with the increasing number of Internet subscribers in Indonesia, has also increased business opportunities and competition among internet service providers, and is currently in Indonesia there are many internet service providers. Speedy is one of Telkom's flagship product is expected to be able to boost the revenue side of Telkom's broadband service. Since the service was held as a mid-year 2005 ago, Speedy has been considered a fairly successful products in the market. But in terms of targets to be achieved is still far from target, this condition requires an analysis in terms of the marketing strategy of product development Speedy own until steps can be taken to increase the number of sales of this product Speedy. With the growing Internet needs, hence a lot of competitors / internet access providers other than Telkom Speedy in Bandung. For example IM2 Indosat, Telkomsel Flash, PT Centrin Online Tbk, PT Smart Telecom and others. By offering different from each provider would then generate interest in fulfilling the needs of the customer. So that happened in the struggle competition goose Internet access provider market. To enhance speedy product market share against other Internet access providers the necessary positioning and the proposal of an appropriate marketing strategy.

To be able to find out positioning against competitors Speedy then analyzed the map position based on consumer perceptions and preferences. By using the method of weighted average performance, and multidimensional scaling, then we will get a map perceptual speedy on providers of broadband Internet based on New Nine attributes of variables, namely quality services, connectivity, option packages, price, ease of getting the product, promotion, ease of new installation, customer service & care, and attractiveness of the modem.

Formulation of recommendations for PT Telkom's strategy is bandwidth Addition, periodic maintenance, re-segmentation, marketing research on the tariff, in cooperation with marketing agents, become a sponsor for each event - the event, quick handling and responsive to consumer complaints, shorten the time of registration and administration process, with wireless internet access, and use a modem that interesting.

Keywords: Perceptions, preferences, multidimensional scaling