

ABSTRACT

Telkomsel Flash as the market leader in mobile broadband business can not be separated from increasingly fierce competition problem, one of them is the quite high and increasing churn rate problem. To anticipate this, PT Telkomsel needs to know consumer perception and preferences. Perception and preferences determination can be done by positioning. By using the multidimensional scaling method, then perceptual map will be obtained between mobile broadband provider based on seven attributes derived from customer value and sourced from value components model, consist of perceived price, tangible, reliability, responsiveness, assurance, empathy and corporate Image.

This research was conducted using a questionnaire that distributed to respondents who using or ever used the Telkomsel Flash, IM2 and Xl internet mobile broadband service. Then, an analysis of data obtained by using quantitative data analysis includes validity, reliability, and multidimensional scaling.

The result shows that from 7 compared attributes consist of perceived price, tangible, reliability, responsiveness, assurance, empathy and corporate Image against the competitors, Telkomsel Flash has been preferences win in 5 attributes consist of tangible, reliability, responsiveness, assurance and corporate Image, while Telkomsel Flash has been preferences not win in 2 attributes which are perceived price and empathy. Therefore, some formulation of recommendations drafted as proposed improvements that can be done by PT Telkomsel to improve Telkomsel Flash service.

Key words : *perception, preferences, positioning, multidimensional scaling.*