ABSTRAC

GrooviaTV as new product category integrated internet technolgy inside and use Speedy internet line in its operation to access services to be offered, competition of pay TV business became more interesting because the number of pay TV provider increase more. GrooviaTV needs to do right positioning in order to be charmly receive by people, to anticipate that, PT. Telekomunikasi Indonesia, Tbk as company whose owned GrooviaTV has to evaluate service that has been given to the customer in order to win competition among other pay TV, this research will evaluate service and positioning strategy which has been given to customer by GrooviaTV. When using perceptual mapping based multidimensional scaling method, perhaps it can give describing information of Groovia TV position in market pay TV service. Also, when evaluate positioning strategy, we can decide perception and preference through peceptual mapping with multidimensional scaling method, then, the result of perceptual mapping between pay TV provider can be gotten depend on four attributes from customer opinion, these are service quality, costing and easiness using service, packet service and easiness in transaction, promote and guarantee.

This research use questioner and spread to respondents that using and ever used pay TV service. Thus, the data is processed using factor analyzing and analyzed based on data that already gotten before use quantitative data analyze include reliability testing and multidimensional scaling.

The result of this research shows that four attributes which compare each other such as service quality attribute, costing and easiness using service, packet service and easiness in transaction, promote and guarantee between other pay TV provider. GrooviaTV is preferenced far away from other pay TV provider. It means the degree of similarity is different among all pay TV service before. Formulas of recommendation to repair GrooviaTV position depend on position of GrooviaTV in perceptual map. furthermore, formulas of recommendation as improvement proposal will make customer easily to know difference of GrooviaTV service

Keywords: Perception, Preference, Positioning, Multidimensional Scaling, Pay TV, GrooviaTV