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GrooviaTV as new product category integrated internet technology 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 providers increased more. GrooviaTV needs to do right positioning in order to be charmingly received by people. To anticipate that, PT. Telekomunikasi Indonesia, Tbk as a company who owns 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 on multidimensional scaling method, perhaps it can give describing information of GrooviaTV position in market pay TV service. Also, when evaluating positioning strategy, we can decide perception and preference through perceptual mapping with multidimensional scaling method. Then, the result of perceptual mapping between pay TV providers 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 uses questionnaires and spreads to respondents that use and have ever used pay TV service. Thus, the data is processed using factor analysis and analyzed based on data that has already been obtained before using quantitative data analysis including 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 providers. GrooviaTV is preferred far away from other pay TV providers. It means the degree of similarity is different among all pay TV services before. Formulas of recommendation to repair GrooviaTV position depend on position of GrooviaTV in perceptual map. Furthermore, formulas of recommendation as improvement proposals will make customers easily to know the difference of GrooviaTV service.

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