

ABSTRACTION

Groovia TV is an Internet-based pay TV service owned by PT Telekomunikasi Indonesia Tbk and the first in Indonesia. As a new player in this business, Groovia TV needs to do the right positioning to be well received by the customers. In addition, TV Groovia also need to evaluate the services that have been provided to the customers in order to win the competition from other pay television service provider. The aims of this research are to evaluate the positioning strategy and the service provided by Groovia TV according to perceptual mapping with Multidimensional Scaling method. The results of perceptual mapping can be provide the information about position Groovia TV in the pay television's market, and the strength along with weakness of Groovia TV's attributes.

Regarding to the results of perceptual mapping pay television's brand on 21 attributes of pay TV services, there are five strength attributes Groovia TV that are saving the show has been aired, pause the show when broadcasting, rewind the show when broadcasting, visual quality pay-TV services, and the ease of finding the outlet customer service. In addition, there are six attributes that are a priority to be repaired by Groovia TV. The six attributes are the coincidentally of customer service to resolve customer complaints, diversity of channels, broadcast quality in any weather, the speed of the installation process pay-TV service, the speed of customer service to resolve customer complaints, and the accuracy of pay-TV service's information.

The determination of recommendations for improvements the position of Groovia TV is based on perceptual map. The recommendations are adding more TV channels, raise the minimum bandwidth is used, providing Facebook and Youtube applications, providing online shop feature, providing electronic medical report, providing e-mail application, providing news application, makes of periodic training programs for customer service and technicians to fix the problem, increasing the number of technicians for the installation process, providing customer contact only for customer's Groovia TV, speeding up installation time, providing repair procedures without the arrival of the technician to the customer site, increasing the number of technicians for the repair process, speeding up improvement time, update the information contained on the website of Groovia TV every day, delivery the new information to customers via email each week, improve the product knowledge of customer service.

Keywords: *Positioning, Perceptual Mapping, Multidimensional Scaling, Pay Television, Groovia TV*