

ABSTRACT

Rapid technological developments, encourage the growth of the internet over the years so that it brings out the tough competition between internet service providers (ISPs), both fixed and mobile broadband, including Speedy. Market condition in Bandung has changed because of the emergence of new players, who have a better perception in another city, and this would encourage some changes in customer perception. This phenomenon also influenced by the level churn of Speedy customers which has been increased since January 2014. So it is necessary to evaluate the position of Speedy compared to other product to get a better perception in the minds of customers. The aim of this research is to determine the position of Speedy and others fixed or mobile broadband in the perceptual map based using multidimensional scaling to figure out Speedy's superior and weakness attributes.

Based on the results of data processing, there are 17 attributes which has an important role in shaping the perception of the ISP customers . The results of data processing show that the perception of customer perceived Speedy similar to FastNet , BizNet , and IM2 . Speedy perceived as superior on 6 attributes i.e. on the preferred subscription package attributes, security system, internet networks, the price of the modem, the modem, the ease of damage warranty gives clarity to the terms, conditions of use, information services, rates, packages, and more, as well as ease in reporting complaints. Recommendations are made based on the 11 attributes which is being Speedy weaknesses.

Keywords: multidimensional scaling, perception, perceptual mapping, positioning.