

ABSTRACT

The Smartphone is one of the most used of communication in the public. Smartphones are available in various operating systems, one of them is the Android Operating System, which dominates the Indonesia market. The producers of smartphones-were competing in creating Android-based smartphones, including Sony, Lenovo, LG, Samsung and Oppo. Positioning analysis is needed to determine the needs of the market, the advantages and disadvantages of each product.

This study aims to determine the positioning of the five smartphone brands are Sony, Lenovo, LG, Samsung and Oppo based on the perception of consumers using five attributes, namely: design, ease of use, brand, durability dan price.

The collection of data by distributing questionnaires to 400 respondents in Indonesia. Data were analyzed using multidimensional scaling (MDS), which will produce a visual map on the smartphone competition is based on attributes that have been selected.

This research showed that the smartphones (Samsung, Sony, Oppo, LG dan Lenovo) have their own competition level. Eventhough, based on consumer perceptions of 5 attributes used, Samsung is the best off all, followed by LG, Oppo, Sony and Lenovo.

Based on the result of the research, it is recommended to any smartphone brand company to maintain the attributes assumed to have good quality for consumers and improving the attributes assumed to have bad quality for consumers.

Key Words: Android, MDS, Positioning, Smartphone.

