ANALYSIS POSITIONING GSM CARD PRODUCTS IN BALI

“Case Study: One in District X “

Name : Novianti Ika Sari
NRP : 1307 030 024
Department : Dipl. III Statistics FMIPA - ITS
Lecturer Advisor : Dr. Ir. Setiawan, MS

Abstract
Communication media is growing very rapidly with the development of times over, one of which is a GSM card. Media is an important necessity for the community and are very interested in Indonesia, especially Bali where product marketing opportunities on the island is still proportional. From the above description, the research conducted aimed at knowing where the level of consumer preference is currently given the discretion to choose to use one brand of several brands that are available on the market. The analysis is based on the determination of position preference variable quality impression Biplot method concluded that GSM products include Simpati, Kartu As, IM3, XL, Tri and Mentari tend satisfactory signal / coverage area, phone rates, tariffs, sms, fluent in the call, fluent in sms. But the most visible product is satisfactory in the range of products for tariff and also the most visible product is satisfactory in tariff SMS is Kartu As products, and then for the tariff card phone is Tri. Contrary to attribute quote other features, promotions, bonuses, evn from the company and loyalty programs have customers distances from the six existing products. Perceptual mapping analysis showed attribute range, fluent in SMS, fluent in the phone, sms tariffs, and tariffs should be maintained because the phone between importance and satisfaction was not a gap, whereas for other attributes still need to be evaluated again.

Keywords: GSM cards, Biplot, Perception Map