

Analisis strategi bersaing layanan mobile broadband smartfren = Analysis of competitive strategy smartfren mobile broadband service

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Abstrak

[ABSTRAK

Saat ini operator CDMA sedang mengalami tekanan, karena kalah bersaing dari segi tarif, keterbatasan handset, dan coverage dibandingkan dengan operator berbasis teknologi Global System for Mobile Communication (GSM). Dengan market share sebesar 15 % dari total pelanggan seluler, seluruh operator CDMA tidak ada yang membukukan keuntungan berdasarkan laporan keuangannya pada beberapa tahun terakhir. Smartfren mengedepankan keunggulan bersaingnya pada layanan data, dan tujuan penelitian ini adalah untuk menganalisis strategi bisnis Smartfren dengan analisis SWOT (Strength, Weakness, Opportunity, dan Treats) dan memilih strategi yang menjadi prioritas perusahaan untuk kelangsungan hidup aktivitas bisnisnya. Hasil analisis menghasilkan strategi yang harus dilakukan perusahaan, yaitu penetrasi pasar dan pengembangan produk serta mengadopsi teknologi LTE untuk meningkatkan daya saing layanan mobile broadband Smartfren.

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ABSTRACT

Currently CDMA operators are under pressure, because it can not compete in terms of rates, the handset limitations, and coverage compared to the technologybased provider of Global System for Mobile Communication (GSM). With a market share of 15% of total mobile subscribers, all CDMA operators no book profits based on its financial statements in recent years. Smartfren promoting competitive advantage in data services, and the purpose of this study is to analyze the business strategy Smartfren with SWOT analysis (Strength, Weakness, Opportunity, and Treats) and choose a strategy that became the company's priorities for the survival of their business activities. The results of the analysis produces strategy should the firm, ie market penetration and product development as well as adopt LTE technology to enhance the competitiveness of mobile broadband services Smartfren., Currently CDMA operators are under pressure, because it can not compete in terms of rates, the handset limitations, and coverage compared to the technologybased provider of Global System for Mobile Communication (GSM). With a market share of 15% of total mobile subscribers, all CDMA operators no book profits based on its financial statements in recent years. Smartfren promoting competitive advantage in data services, and the purpose of this study is to analyze

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