

ABSTRACT

Mobile Number Portability allows a subscriber (customer) changes Mobile Service Providers and retains their same mobile number. Since this service applying represent matter affecting positive for consumer and operators, and represent service which not yet been applied, hence be considered necessary to execute market research. To give information supporting planning process, especially in marketing field. Such as in the case of determining how big the existing market potency, how existing market characteristic, etc. So that the decision to be taken and executed to represent effective and efficient decision.

In this research we use questioner as a tools to collect data. Questioner distributed to consumer of seluler GSM in Kodya Bandung. Data processing conducted with statistical calculation like *cluster analysis*, cross-tabulation, and descriptive statistics to determine *potential market* and *available market*, *market segmentation*, *targetting*, and *positioning* for MNP service.

Result from this research indicate that size of potential market is 51.03% and 19.34% for available market. From Cluster Analysis forming 2 segments as a result of segmentation. Segment 1 (lower market) equal to 46.81% and segment 2 (heavy market) equal to 53.19%. From both segments we done an interpretation and profiling so that we decided segment 2 (heavy market) as target market. For positioning from MNP service conducted by market preferences to service of MNP and Quality service dimension of Seluler GSM. From benefit or Consumer reason use MNP got 2 especial reason since *wishing to defend old number* and *look for cheap tariff*. While from responder attitude to Quality service dimension, they very pay attention to and chosen operator owning wide coverage area; appropriate system billing; network reliability in communicating; and the cheap tariff. From here hence be compiled a positioning statement, that is: "*MNP Brings You to broader and cheaper Communication, without switching cost*".

Key-words : *MNP, Cluster Analysis, potential & available market, market segmentation, targeting, positioning*