



ABSTRACT

Vendor selection as working partner is important for telecommunication operator in their business process. The reason is because purchasing equipment is a long-term investment and directly effect to their success. On the other side, information about criterions used by operator in this selection process is very important for vendor to build marketing strategy and increase sales at the end.

Analytical Hierarchy Process (AHP) is a useful method to assess the most important criteria for operator to select the equipment vendor. By using AHP, criterions identification process can be done systematically, so that it is very helpful to prioritize all criterions.

This thesis identifies criterions used by three GSM operators in Indonesia in selecting their vendor. The three operators are Telkomsel, Indosat, XL Axiata. Those operators are the market leader in GSM telecommunication in Indonesia until end of year 2009. Result of this thesis is expected to give information to PT Ericsson Indonesia as GSM vendor so that improve Ericsson's business in Indonesia.

Keywords: telecommunication, vendor, analytical hierarchy process