ABSTRACT

Determinants CONSUMER THE SIM CARD BRAND ATTRIBUTES IM3
(STUDY ONE DEGREE AT UNIVERSITY STUDENTS LAMPUNG)

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Increased cell phone use in the community makes the competition between the service provider companies in Indonesia is more strict. This makes the service provider companies trying to provide a variety of attractive bid to increase market share and retain customers, with intense competition, companies need to measure service provider customers for their products, and to know what attributes are the result of the consumer, so it can gain market share as much as possible. This study aims to find out the determinants of consumers for the attributes im3 Sim Card brand.

This research was conducted at the University of Lampung (Unila). Penelitian is limited to just one brand Sim Card which has the largest market share in Indonesia, namely brand IM3. Data used in this study consisted of primary data. Sampling method is using
accidental sampling. Researchers used 75 respondents in the sample. This study uses factor analysis.

Results indicated that overall for the Determinants of Consumer Top Brands IM3 Sim Card Attributes in to three different factors that have been formed are: Factor 1 (factor of tariff privileges and network quality), which consists of Tariff internet, cheap telephone tariffs, tariff sms cheap, extensive network, signal strength, bonuses, sound clarity and

Factor 2 (factor utilization and the card can be reached with low price tariff) which consists of comprehensive features, the active sim cards, recharge vouchers cheap price, the price of the card prime cheap, sim card grace period and Factor 3 (service factor), which consists of community membership subscribers, vouchers are easily available, quick to respond to customer complaints.