

ABSTRACT

Intense competition in the Indonesian telecommunications industry originated by government policies that governed in accordance with Law No. 36 of 1999 on telecommunications, government wide open for the emergence of new players in the telecommunications sector. The strategy used Telkomsel, Indosat Ooredoo, XL Axiata and Tri has been successful in increasing the number of customers. But it is not accompanied by the acquisition of ARPU (Average Revenue Per User) of each operator which did not rise significantly, even there is a decline in each year. This means customers do not want to increase transactions on the operator.

The purpose of this study was to determine how customer-based brand equity and customer satisfaction that of the operator Telkomsel, Indosat Ooredoo, XL Axiata and Tri according to the views of consumers and to determine pengaruh customer based brand equity provided by the operator Telkomsel, Indosat Ooredoo, XL Axiata and Tri towards customer satisfaction.

This research is a quantitative study involving 385 respondents in the sample. The data collected by distributing a questionnaire that uses a five-point Likert scale. Statistical analysis techniques performed descriptive analysis and multiple linear regression analysis to test the hypothesis by using SPSS for windows v.23 for data processing.

Based on the analysis, it can be seen that the simultaneous customer based brand equity have a significant influence on customer satisfaction. But partially, customer satisfaction operator Telkomsel, Indosat Ooredoo, XL Axiata and Tri only influenced by three sub-variables only that brand associations, perceived quality and brand loyalty. As for the sub-variables brand awareness does not have a significant effect on customer satisfaction. Obtained value of Adjusted R Square of 0.574 which means that 57.4% customer satisfaction operator Telkomsel, Indosat Ooredoo, XL Axiata and Tri can be explained by the variable customer based brand equity, while the remaining 42.7% is explained by other variables not used in this research.

From the results obtained, should be customer based brand equity through the sub-variable brand associations, perceived quality and brand loyalty increased again because of the sub-variables have a significant influence on customer satisfaction. Companies should concentrate on the correlation between the four dimensions of brand equity. customer satisfaction can be improved when customers realize a good brand image and get to know the brand.

Keyword: Customer Based Brand Equity, Customer Satisfaction, Mobile Operators