ABSTRACT

Brand as an intangible company's asset will leave a strong impression in customer's memory. Brand has the durability towards changes, for instance, price changes. Brand also encourages the customer to use the new service launched by the company. By maintaining the brand, the company will gain long term profit. While as for customer, brand will enable them to simplify the purchasing process.

Cellular telecommunication company in Indonesia has released 3G services as new service in 2006. As the rapid growth of the cellular telecommunication business, 3G technology has been used by the other company. By this reason, brand management becomes key effort for the company as well to win the competition.

The potential of 3G business still very large to be developed. But, concerning the minimum use of 3G services, cellular telecommunication company needs to know the value of brand and its affect with behavioral outcomes of 3G services particularly among the college student in Bandung City. Applied model to identify the affect of brand towards the behavioral outcomes is Keller's Brand Knowledge Model.

Data collected by using the convenience sampling. The data in this research was obtained through questionnaire filled by IT Telkom's student, Universitas Kristen Maranatha's student, and Universitas Katholik Parahyangan's student.

The research's result shows that Brand Awareness's variable and Brand Image's variable affect Brand Satisfaction, and Brand Attachment's variable affects Future Purchase. It means that there is a relationship between Brand Knowledge and Brand Relationship, and there is also a relationship between Brand Relationship and Behavioral Outcomes.

The result is expected to be concerned by cellular telecommunication company in Indonesia to create the policy that will improve the value of brand and encourage the customer to repurchase the service in the future.

Keyword: 3G, *Brand Knowledge, Future Purchase*