ANALYSIS OF BRAND SWITCHING BEHAVIOR IN SELECTING CELLULAR OPERATOR.

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ABSTRACT:
In this scientific writing, entitled "ANALYSIS OF BEHAVIOR IN SELECTING OPERATOR brand switching Cellular", the authors wanted to find out what factors are causing people to choose a mobile operator and the things that cause the transfer of customers choose another operator in this case switching to GSM subscribers CDMA customers and vice versa, or the customer chooses to have more than one operator either in the form seluluer GSM. By using the six consumer interests are: network, service, price, promotion, trends and features, by distributing questionnaires to 100 respondents / users cellular operators both GSM / CDMA.. Meanwhile, for users of CDMA got the same result is $X^2$ count (617.585) > $X^2$ (37.6525) table so that the decisions are reject Ho and accept Ha so it can be concluded that the respondents are affected by factors that exist in pemiliha cellular operator. Writers can find out and sort the factors that influence consumer's selection of a GSM card that is the trend factor, Networking, Price / rates, features, promotions, services. While for CDMA user factors that affect the trend, prices , promotions, services, network features.