BRAND EQUITY OF AXIS PREPAID CARD INFLUENCE
BY BEHAVIOR AND THE ROLE OF CONSUMERS IN
EAST SURABAYA

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Abstract
Axis is a new operator that exist in 2007, and which is still classified in
the growth stage at the time the competition between the top operators
are increasingly frequent. The purpose of this research is to provide a
reference to the Axis in determining the market. This study classifies
the segments 4 functional people, rational thinking, trend setter, and
emotional behavior. Overall preference, a mixture of AXIS - im3 and
only AXIS indicates the priority of cheap sms rates is required, while
the priority of AXIS- flexy is signal quality, Axis- XL is phone rates
among operators who emphasized. Perceptual map shows that the
biplot axis still have not a strong positioning. Brand profile analysis
perceived quality of the mixture AXIS that below the specification
limits of telephone tariffs between operators. Users only AXIS which is
still below the specification limit of cleanliness and layout of office
space in the variable customer service, customer service responsiveness
to hear customer complaints, customer service attitude when he heard a
customer complaint, and convenience for the user's queue flow mixture
to the correction axis. Brand association indicates that the survey results
are still above the standard specification. Loyalty to the product
variable was assessed as not far to the specification limits, so do not
need more attention.

Keywords : perceived quality, customer service, brand association,
AXIS card , preference, positioning