ABSTRACT

Analysis of Factors Which Considering Consumers to Choosing Cellular Services in Bogor
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The purposes of this research were to analyzed factors which considering consumers to choosing CDMA cellular services in Bogor. Data was collected from 150 respondents who used GSM, CDMA and both of it (GSM and CDMA). CHAID, Cluster, Logit, and Correspondence Analysis were used to analyzed the data. The result shows that GSM users relatively more satisfied than CDMA users. This result indicate there are several weaknesses from CDMA operator services. The most important factors in cellular services chosen by respondents were coverage, signal strength, and voice quality. Hence, the strategy that CDMA operator should implements are fixed the infrastructure services, improved and optimized of using a broadband service, educating the advantage of CDMA cellular to consumer and increasing promotion frequent, and building the applications which will support multimedia sectors,