ABSTRACT

An Analysis of Preference of Prepaid GSM Card

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The objectives of the study were to analyze the consumer’s preferences of prepaid GSM services. The data were collected from 197 respondents in Jakarta and Bogor. The data were analyzed by using descriptive analysis, cluster analysis, CHAID analysis, correspondence analysis and Thurstone analysis.

The results of the study showed that majority of respondents used SimPATI card. The Cluster and CHAID analysis showed that respondents were classified into three segments. They were experience, character and traditional groups. The Thurstone analysis showed that signal and coverage area were the most important attributes to be considered in purchasing prepaid GSM cards.