ABSTRACT

An Analysis of GSM Prepaid Card Customer’s Loyalty Toward Prepaid Card’s Brand Competition Through Price War

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The purposes of this study are to analyze which dimensions that are influencing GSM prepaid card customer’s loyalty and level of price product influencing GSM prepaid card customer’s loyalty during price war. The data were collected from 150 respondent visiting Mall Tamini Square and using GSM prepaid card. Cluster analysis, CHAID analysis, Structural Equation Modeling and Customer Loyalty Index are used to analyze the data. The study of customer loyalty is done by constructing a hypothetical model consists of the dimensions of customer loyalty: customer behavior, switching barrier, customer satisfaction, and customer value. The result of the study showed that psycho graphically, GSM prepaid card customers in Mall Tamini Square are categorized into three segments: The Makers who are individualism, Strivers who emphasized on their prestige, and Survivors who emphasized on the comfort of product and the way to get it. The result also showed that all of dimension are significant contribution toward customer loyalty, and only customer satisfaction that has the largest contribution toward customer loyalty than other dimensions. Segment Survivors was found to be having the highest loyalty index while Indosat was the company of prepaid GSM card also with the highest loyalty index.