

ABSTRACT

Indonesian Cellular Telecommunications Industry experienced rapid growth in several years, even the increasing number of mobile phone subscribers in Indonesia experienced an increase development. The growth is triggered by the increase of 3G and 4G users where the surge in demand for data usage will be the main driver for the telecom operators to improve quality and expand their service network but, each provider serves quality and fare that almost the same for every customer which can make the level of a high churn rate and ARPU become stagnant and that makes every company should strive to meet the needs of its customer with service innovation to provide the best user-experience for customers. To win the hearts of their customers, each operator must have a value that is more on the user experience, each operator vying to win its customers with a variety of innovations such as the availability of good telecommunications access at reasonable price for public. This research aims to determine how much influence the user experience and customer-based brand equity in the view of the user and to determine the user experience given to mobile operators towards customer-based brand equity. This research is a quantitative study involving 385 respondents for the sample. The data is collected by distributing a questionnaire using five point of likert scale. Statistical analysis is performed with descriptive analysis and simple linear regression analysis to examine the hypothesis by using SPSS 21.0 for data processing. Based on the analysis it can be seen that simultaneously, user experience has a significant positive effect on customer-based brand quality. The value of Adjusted R Square is 0.674 which means that 67.6% of customer-based brand equity can be explained by the variable user experience, while 32.6% is explained by other variables which aren't explained in this research. The result shows that it is the user experience have a significant influence on customer-based brand equity in the cellular operators company in West Indonesia.

Keyword: user experience; customer-based brand equity