

## ABSTRACT

Based on data from *Bisnis.com* website ([www.bisnis.com](http://www.bisnis.com)) on January 16<sup>th</sup> 2006, Flexi still lead on customers number, in which 4,1 million customers. Mean while Fren has 1,3 million, followed by Esia just over 400 000 and StarOne around 100.000 customer. From data we know that the resource management system of PT Telkom is good enough. But, does it brand management has enough contributions on reaching company target? For that reason, research about brand equity must be worked. Because of research limit, Bogor has been chosen as research populations. The purposes of this research are for knowing brand power index, knowing brand equity on monetary value, and last arranging strategies on brand management.

To get those results, this research use composite financial-behavioural models. There are 2 types of data needed for this models, primary data and secondary data. Primary data is Flexi profit data on Bogor and CDMA card product attributes. And secondary data are scoring and weighting brand equity data, and stimulus response data. Brand power index is get by multiplying weight and score for each brand power variables, and then accumulate them. And this index has to transformed by brand multiplier to get brand multiplier factor. Brand earning is get by multiplying role of branding, that is get from stimulus response from conjoint analysis, and average of Flexi profit on 3 years. After those data have received, brand equity could be calculated by multiplying brand multiplier factor and brand earning.

Brand power index, received from data calculation, is 66,87, this index lies in the medium brand category. Based on Interbrand literature, Flexi brand is a brand with low risk brand investment. And so, the brand multiplier factor could be reached, it is 8,943. And then with importance result from conjoint analysis we get 48,86% for brand attributes. Those index shows role of branding on customer decision making in buying CDMA product. Then brand earning that is reached by multiplying role of branding and average of Flexi is Rp4.162.242.795,-. Last, Flexi brand equity on monetary value could be reached, it is Rp55.665.659.941,-.

The conclusions of this research could be reached from that data analysis. First, brand power index is 66,87. Second, Flexi brand equity on monetary is Rp55.665.659.941,-. Third, strategies that could be taken for brand management are to keep brand consistency, to raise frequency of marketing activities, to expand distribution channels, to have effective promotions, and to keep product quality.

**Keywords** : Brand Equity, Interbrand Composite Financial-Behavioural Models

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