

ABSTRACT

TELKOMFlexi is one of voice and data telecommunication services base on wireless access with Code Division Multiple Access (CDMA) 2000-1X. Therefore the purpose of this research is to get know brand image of TELKOMFlexi and also to formulate a marketing mix that is aimed to build that brand image.

The research is done by using Cochran's Method and Descriptives Method. Data collecting tool is questionnaire that was spreaded to Jakarta's citizens. Used by measuring is frequency distribution to determine proportion of respondent profil and media promotion. Research done by seeking variabels that becoming brand image for each Fixed Wireless CDMA product, that is : TELKOMFlexi, Esia, StarOne. Seeking done by Cochran's method. Cochran's method will eliminating variables that not assume by customer as a brand image.

The Research obtained 5 brand image variables of TELKOMFlexi, there is : Network, Feature, Packet Data Network, Call Centre, and Customer Service. Esia only obtained Tariff and Price as brand image. While StarOne obtained 4 brand image variables, there is : Quality, Packet Data Network, Call Centre, and Customer Service. Then, formulated a marketing mix which is relied on 4P (Product, Price, Place, Promotion)

With knowing brand image variabels, each Fixed Wireless CDMA product will get better knowledge about their strength and weakness. Especially for TELKOMFlexi, marketing mix formulation to build strong brand image will stabling TELKOMFlexi as a market leader in Fixed Wireless competition.