

ABSTRACT

Requirement of communications service will more and more wanted by cellular customer. supported by growth of technology and also desire to fulfill customer requirement of communications service will so that later can improve customer satisfaction so that this matter drive on PT Indosat to maintain IM3 customer which have been got. This matter push writer to research into market to know the characteristic IM3 Card customer, customer expectation and perception, regional specially in Bandung.

This research use descriptive method. Data collecting done by propagating kuisisioner to IM3 Card customer for the segment of student which living in Bandung by using technique of random sampling. Measuring instrument the used is descriptive frequency to know amount of each required variable. Research early by determining mount satisfaction to IM3 Card and level satisfaction customer to of IM3 Card services, characteristic for the segment of student and terminated by formulating marketing program based on marketing mix 4P.

The result of this research indicate that enthusiasm of customer enthusiasm remain to use IM3 Card equal to 88.4 % , then the rest is 11.6% expressing not satisfaction. The important reason that they not satisfaction is boundary of coverage area .Still from Penetrated Market and excellence of IM3 Card service will be obtained enthusiasm of customer to service of IM3 Card. Services which at most enthused is Raja SMS services equal to 91.2%. then service which don't enthused is service of Free SMS equal to 61% From customer of IM3 Card. From Customer characteristic in Bandung, is obtained that the most customer of student have age 16-20 year (54.1%) and 21-25 year (45%), finished education of SMU (86.3%) and Diploma (12.2%), while mean expenditure of month is Rp 500.000-Rp 750.000 (47.3%). For the marketing mix, result which is got shall be as follows : (1) Product - realizing all excess had (Feature); quality that had like GPRS frequency, services and coverage area reach. (2) Price of voucher IM3 equal to Rp 10.000, while the important factor to customer is tariff of pulsa. (3) Place - customer prefer the place of service centre in Bandung Electronic Centre (4) Promotion - existence of advertisement is vital importance and have an effect on to market, besides market prefer freely is expense of as sales promotion form.

Seen that is big enough enthusiasm of customer to use IM3 Card and enthusiasm customer to services of IM3 Card in Bandung, that can be concluded that PT Indosat Bandung have opportunity in maintaining existing they customer. And pickaback product facilities and basic facilities and also service of IM3 Card, so not closed possibility that the existing market compartment in this time can be defended.