

ABSTRACT

Telecommunications, also known as telecom, is the exchange of information over significant distances by electronic means and refers to all types of voice, data and video transmission. Nowadays, peoples are getting more concern about their needed. The firm has to know what customer want, what the customer needed. The firm cannot keep selling what they want but they have to fulfill the needed of their customer. In telecommunication sector the competition is very tough, people prefer the well-known brand so it is necessary for companies to know the how significantly the brand equity influence the repurchase decision of consumer and the satisfaction of the consumer. Indonesian people are common to change their card to get the cheapest price of the internet data that the provider gave.

The purpose of this study is to investigate the effect of Brand Equity towards Customer Satisfaction in telecommunication services in Jabodetabek and West Java. The total questionnaire items used in this research are 29 items with the sample taken as many as 400 respondents. The independent variable in this research is Brand Equity and the dependent variable is Customer Satisfaction which will be measured by Multiple Linear Regression and Simple Linear Regression Analysis. This research used non-probability and convenience sampling technique.

This research has found that Telecommunication Services has high and strong level of assessment based on the Brand Equity of Independent variable with the dimension of: Brand Awareness, Brand Association, Perceive Quality, and Brand Loyalty. The result revealed that only perceive quality has no significant direct effect to Brand Equity, while the rest has the significant direct effect. It is also proven that the Brand Equity has a significant direct effect to the Customer Satisfaction.

Keywords: Brand Equity, Customer Satisfaction, Telecommunication Services, Marketing, Jabodetabek & West Java.