

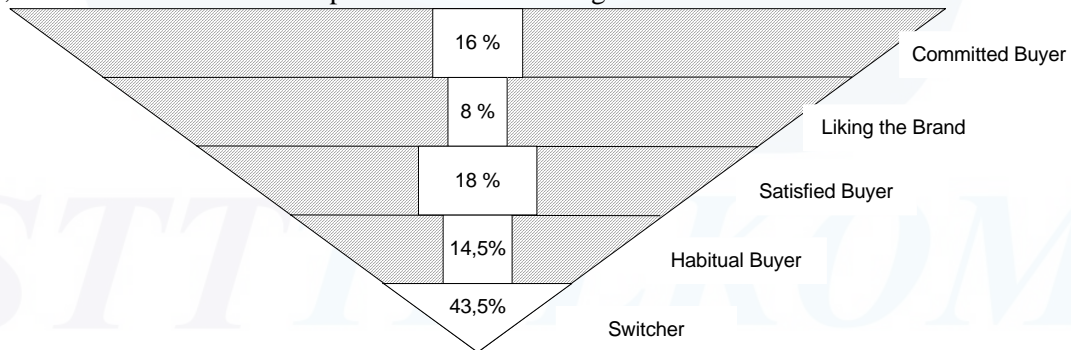
ABSTRACT

The glowing of throw down forcefully price program by operator cellular make people prefer to buy the stater pack than buy the reload voucher and that cause high churn rate. This case has been proved by Ericsson research in South East Asia last 2004, which declare that Indonesia on top of churn rate, exactly on 26%. Besides that, based on data from ATSI, total subscriber of cellular in Indonesia has been 30 million until December 2004. It's mean, from 30 million subscriber in Indonesia, there are 7.5 million subscriber often changing their SIM Card. During 2004, the average monthly churn rates for prepaid customers PT Excelcomindo Pratama as the Indonesia's third-largest mobile phone operator, were 10% and 1.8% for postpaid customers. If one product have high churn rates it's declare the customers have a low level of brand loyalty.

From all of XL customer in Bandung, Bandung city's college students are the most easily influenced by competitors treats. One of the reasons for this case is, not all college student in Bandung city come from Bandung, they can come from other region or province in Indonesia, which the problem is XL services not yet available in every region or province in Indonesia, so the college students as the user of SIM Card PT. XL susceptible to go over to another brand SIM Card which have wide scoope area of service including their hometown. In order to help management PT. XL in Bandung to know and manage the brand loyalty to PT XL's product brands on Bandung's college students as the user of SIM Card XL Bebas, XL Jempol or Xplor, the writer to do the research about the brand loyalty of PT Excelcomindo Pratama's product brands on Bandung's college students.

This research used descriptive method. Data collecting had been done by spreading quetioners to the students in Bandung whose being the customers by *probability sampling technique* specially *simple Random Sampling* in order to the element of population have the same opportunity to be choosing. The measure used was the descriptive frequency to find out the quantity of each variabel needed. The research began by identify and analyse the consumer behaviours, analyse every level in brand loyalty and finished with the formulation of the marketing programs.

The results of this research showed that price/tariff/cost specially the SMS tariff is the most factor influence students to be loyal, and the lower quality of signal is the most factor that influence students so they can't be loyal. Besides that, based on the measurement that has been done, the result can be shown at picture in the following :



The result yielded from this brand Loyalty's measurement which showed by the picture above, declare that brand loyalty to PT. XL's product brands on Bandung's college students is not good enough, it's distinctly by the type of the pyramid in picture above which not more widened upward. Therefore is needed some serious improvement by management PT. Excelcomindo Pratama in Bandung to manage the brand loyalty PT. XL's product brands on Bandung's college students continuously.