

## **ABSTRACT**

Telecommunications business is a very fast development of business today. This is indicated by the increasing number of subscribers and the number of operators of telecommunications services. In mobile telecommunications services, particularly for the growth of CDMA service operators are also starting their own very quickly. This is because the important role of these services in the community to communicate the current facilities. Companies must be able to master existing markets to capture market share in this industry. To achieve these objectives the company is now focused on building rapport in order to keep good customer loyalty.

This study attempted to investigate the effect of the performance of the service mix, life style mix, and corporate image on brand equity and customer equity in hopes of Telkom Flexi able to retain customers even more customers in the area of Bandung. This research was conducted with a reference to the indicator with the worst performance of the variable level of service mix and corporate image as well as the best performance level of a variable mix of life style, so it can put a proposition to be able to retain customers. The objects which is used in this study is the customers telecommunications services Telkom Flexi in Bandung. To test and analyze the influence of each variable using the method Equation Structural Modeling (SEM).

Research results showed that all the research variables have a significant impact on brand equity, can be viewed one-dimensional variable service mix provides the greatest influence that is equal to 96% of product dimensions. In addition, brand equity variables also have a positive influence on customer equity of 94%.

Therefore, to achieve the highest level of customer equity, Telkom Flexi should increase the performance indicators variables of service mix, life style mix and corporate image to satisfy the desires of the customers and satisfy their customer.

**Keywords:** Servlist (Service Mix and Life Style Mix), Corporate Image, Brand Equity, Customer Equity, Structural Equation Modeling, CDMA