

Abstract

The cellular operators companies in Indonesia are competing to get customers. The market controlled by GSM mobile operators. The mobile operators are compete on a competitive basis in a variety of new breakthroughs products offered to raise or attract the number of customers. On the other hand, one of the challenges in building a strong brand is how to ensure that consumers have the right experience to products, services and marketing strategies that accompany.

This study aims to determine the effect of the user experience, such as: Service Quality, functionallity, trustworthiness, Social customer loyalty through customer based brand equity either simultaneously or partially. This study uses primary data by distributing questionnaires to 384 respondents in all regions of Indonesia. Non-probability sampling techniques are used in this type of convenience sampling to collect data. In this study using Cronbach Alpha and the product moment correlation to test the measurement scale. In addition, this study used path analysis (path analysis) to examine the test model of the relationship between the variables in the form of causation.

Based on the results of this study indicate user experience is consist of Service Quality, functionallity, trustworthiness, Social simultaneously affect to customer based brand equity. It means that the user experience is able to influence the customer based brand equity in GSM mobile operator in Indonesia.

Keywords: Customer loyalty, Service Quality, Functionallity, Trustworthiness, Social, brand equity, CBBE