

## **ABSTRACT**

*The more advanced the times and human mobility, as social beings, humans need communication tools that can facilitate human communication from afar. Therefore, the Smartfren cellular operator is present as one of the internet service providers based on 4G LTE technology in Indonesia.*

*The purpose of this study is to find factors that influence consumers in choosing Smartfren cellular operators in Indonesia. This study uses quantitative methods and data collection using a questionnaire. The number of samples from this research is 400 respondents. Questionnaire items contain 56 statements and the use of a Likert scale measuring instrument. The analysis technique in this research is factor analysis.*

*The results of this study indicate that there are 2 new factors that make consumers choose Smartfren mobile operators. These factors are the brand choice factor 36.952% and the cultural factor 32.989% with a total percentage of variance from the two factors of 69.941%. The first factor is brand choice, product choice, dealer choice, time or time of purchase, payment method, and the second factor is cultural, psychological, personal, and social factors.*

*Keywords: Factor Analysis*