

ABSTRACT

Lombok Island is one of the islands which is prepared by the Indonesian Government to become a major tourist attraction after Bali Island. Coupled with the existence of a new destination in Mandalika, which has an international class circuit that is used for major international racing MotoGP and WSBK events. However, the basis of this research is the cellular mobile network service users anomaly in Lombok Island. It was found that the number of users based on BPS data for Lombok Island is still at an average of 63% of the total population of Lombok Island. This is a unique phenomenon, because the average user is far below of Bali Island which has reached at 94%, even the national average which is already at 91%. In this research, there are variables of price, network quality, service quality, and corporate image as independent variables which serve as a measure for customer growth as dependent variable in Lombok Island. The objective of this research is to know how the preposition of independent and dependent variables are, and also to know how the effects of each variable relation are. This research used quantitative method with 100 respondents as users and operator representatives, fitting the limitation of operator employees number on unit level in Lombok Island. Then from 100 respondents, divided based on the Lombok Island mobile network operators market share. The research indicated a positive and significant effect to each of independent variables to user growth in Lombok Island mobile network service industry.

Keyword: Price, Network Quality, Service Quality, Corporate Image, User Growth