

ABSTRACT

In an era of increasingly fierce business competition, a strong brand image is a valuable asset for a company, as the totality of associations and consumer perceptions of the brand, which is shaped through the brand identity and the experience provided to customers. Branding is the perception that consumers own a brand based on their interaction with the brand, which forms the brand image in their memory. Preferences are things that customers like, choose, or find interesting. Consumer preferences can be understood as their decision about whether or not to enjoy the products and services they use. This study uses quantitative research by conducting descriptive analysis. This research method uses a questionnaire distributed to respondents. Furthermore, the sampling technique used in this study is nonprobability sampling using the Slovin formula. The results of this study using a simple linear regression test show that the value of the regression coefficient X is positive at 0.185 which means that the variable X has a unidirectional relationship with Y and every addition of one branding game (X) will increase consumer preference (Y) by 18.5%. From the calculation of the t -test, the results were obtained that there was a significant positive influence between branding games on consumer preferences of PT. Telekomunikasi Selular (Telkomsel) in Bandung City.

Keywords: *Branding Games and Consumer Preferences, PT. Telekomunikasi Selular*