Proposed Performance Improvement Based on Perceived Quality Influence Against Brand Switching Interest for Undergraduate Students (Telkom Flexi Trendy Case, Bandung)

ASTADI PANGARSO
Telkom Institute of Management (IMT) Bandung
asta_p80@yahoo.com
astadipangarso@telkomuniversity.ac.id

ABSTRACT

Survey research instrument is a questionnaire consisting of 2 parts of the perception of quality and interest in switch of brands. The number of samples used is some 300 participants from 10 universities in the city of Bandung and is implemented by the purposive snowball sampling technique. Model used in the treatment of the test data is the average difference in the sample through one-way ANOVA, a linear model of multiregression, differences in performance through t- test and benefits analysis importance (IPA) 6 quadrants.
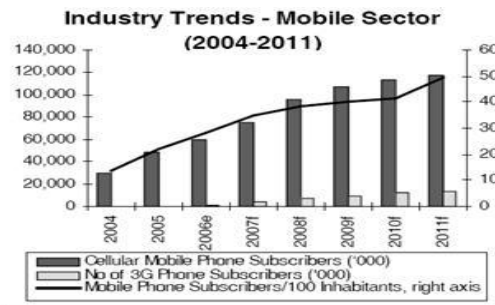
The results of the analysis indicate that there are 3 variables that have a high perception of a significant impact on student interest to switch brands, namely signal stability in various regions, the speed of calls to different operators, and the active period for the same value refill.

Keywords: Perceived Quality, Brand Switching Interest

I. BACKGROUND

Nowadays communication is one of human needs. As time went communication technology is experiencing rapid growth. One form of communication that is telecommunications. Telecommunication is the transmission or delivery technique infomation, from one place to another, one of which is a two-way (duplex). In a two-way communication (Duplex) sender and receiver of information are able to establish a continuous communication through the same medium, eg telephone.

In a business context, as can be seen from the "... growing telecom business homeland in 2009 could reach 30 percent ..." (Sutikno True, 2009). The telecommunications business growth into the background the first author to be interested in raising the existing problems in the telecommunications business in Indonesia is shown in figure and table below. "Later, it was also mentioned research, global mobile penetration is still low in the range of 45% teledensity. However, the mobile penetration is predicted to continue to grow at least until 2010-2011. "(Altimo, 2007). According to Reuters research results revealed that the potential of mobile phone users in Indonesia there are still at least 100 million more people. This will certainly make the competition one of them among the existing telecom service providers.

Industry Trends - Mobile Sector (2004-2011)

Cellular Mobile Phone Subscribers ('000)
No of 3G Phone Subscribers ('000)
Mobile Phone Subscribers/100 Inhabitants, right axis

Source: BMI Research

Mobile Industry Trend(BMI Research, 2008)

Mobile Customer and Market Growth 12 Big World

	Largest Markets 2005				Growth Markets 2005-2011		
Rank	Country	Mobile Subs (millions)	% World Subs	Rank	Country	Net Additions (millions)	% World Net Adds
1	China	479m	20.9%	1	China	318m	20.2%
2	USA	205m	9.0%	2	India	240m	15.3%
3	Russia	125m	5.5%	3	US	77m	4.9%
4	Japan	95m	4.1%	4	Indonesia	74m	4.7%
5	Brazil	87m	3.8%	5	Brazil	59m	3.8%
6	Germany	79m	3.5%	6	Pakistan	56m	3.5%
7	India	76m	3.3%	7	Russia	54m	3.5%
8	Italy	70m	3.0%	8	Nigeria	35m	2.2%
9	UK	68m	3.0%	9	Mexico	33m	2.1%
10	Indonesia	51m	2.3%	10	Germany	24m	1.5%
11	France	48m	2.1%	11	Algeria	23m	1.5%
12	Mexico	47m	2.0%	12	South Africa	23m	1.4%
	Total	1,428m	62.5%		Total	1,014m	64.6%

Source: Pyramid Research

The current trend of telecommunications is is communicating through wireless communication (mobilephone / mobile phone / cell phone). "The tendency of people to use personal communication devices are highly mobile, inevitably erode the traditional telephone market," (Director of Garuda Telkom Business Telecommunication Services Sugardo, 2003). As for the wireless telecommunications industry in Indonesia is divided into two major categories namely GSM & CDMA market. Conditions in the worldwide mobile market shows that the opportunity for growth of the Asian market and Indonesia is still high.

86% market provider of mobile telecommunications services in Indonesia is still dominated by GSM while 14% by CDMA. This is because GSM was first introduced in Indonesia just after the CDMA (first mover advantage). Another thing that is also supported by GSM technology which was originally to be used anywhere / relatively wider coverage than CDMA which is limited to a particular coverage.

At its core CDMA technology still has the opportunity to grow with the initial differentiation with low cost GSM. This is the backdrop to the authors to examine more deeply about the CDMA market share could be improved further still remember having various advantages. This can be evidenced by some of the following sources:

- Implementation of Flexiphone CDMA business is estimated to generate revenue in 2002 with operating period of 3 months of Rp. 4.9 B, 2003 Rp. 691.5 B, 2004 Rp. 2.1 T and will grow an average of 23% / year until 2010 by a margin (profit margin) is between 20% to 35%.
- "Just look at the recent record of the CDMA Development Group (CDG), which indicates that CDMA users in the world during the second quarter of 2007 reached 377 million, representing growth of 42% over the same period the previous year. Even CDG estimates until later in 2010, there will be 41% of cordless phone users worldwide who use CDMA technology.

"(Http://bakrietelecomblog.com/2009/04/bersaing-di-pasar-cdma/, 2007)
- "This market will continue to grow. Approximately 11-13% per year, "said Heru Sutadi from the Indonesian Telecommunications Regulatory Body. On the other hand, Heru also added that in the next five years, yet ensure that CDMA will enter the saturation point. That is, the market opportunity is still there or even be formed in line with the rate of improvement of the national economy.
- CDMA Development Group (CDG) states, until the first quarter of 2008, CDMA2000 subscribers in Indonesia reached 16.3 million people. (Jamer Person, 2008). Based on the reports of the CDMA Development Group (CDG), until 2010 the next, it is estimated there will be 41% of cordless phone users worldwide who use CDMA technology. (S. Agus Riyanto, Julianto, and Vishnu Arto Subari, 2008)

"Contribution Telkom Flexi revenue to reach 15 percent of Rp 1.5 trillion. Flexi subscribers now number 13 million and targeted 3-3.5 million new subscribers this year "(http://www.detikfinance.com/read/2009/04/02/124019/1109006/6/telkom-bikin   -division-special-flexi, 2009). This suggests that Telkom Flexi enough to contribute to the overall revenue PT.TELKOM nationally and has the possibility to increase revenue in order to contribute even more to earnings PT.TELKOM in total.

Telkom Flexi is still the market leader by compared to its competitors. The key issue is the threat of Flexi biggest competitor is Esia. With the decline in the performance of Telkom Flexi and Esia brand won numerous awards held by various organizations, such as the Top Brand Award 2009 category CDMA Prepaid & Postpaid, Top Brand is a prestigious award which was initiated by Marketing Magazine in cooperation with Frontier Consulting Research since 2007, Indonesia Best Brand Award 2009, ICSA (Indonesian Customer Satisfaction Award) in 2009 and The Most Recommended Brand in the event of The Word of Mouth Marketing Award (WOMMA) 2009 enables Esia Flexi try to grab market as a market leader. It must quickly be anticipated by the TELKOM Flexi as the consequences that may occur that could affect to the sales remembering that the tight competition that enables Esia to do attack. One of the reasons that warrant concern by the company based on opinion from Jeffri Irmawan as Senior Market Research Officer PT. Telkom is the possibility of starting a movement of Flexi's consumers to Esia. In the case of competition, there are two issues that an effort to prevent consumers use the products of competitors (satisfying existing customers to remain loyal) or attempt to entice consumers into consumers corporate from competitors.

Impact may be felt by the company was the possible loss of sales due to the possibility of transfer to competitors consumers especially to Esia. "Executive General Manager of Division III Jabar Banten PT Telkom Walden R Bakara states based on the evaluation of the results of work in 2008, as many as 40 percent of Telkom Flexi users to switch to another operator" (Agus Rakasiwi, 2009). "From some of our surveys, churn rate in Bandung during 2007 ranged from 64%." (Isa Abdullah, 2009). In addition to the future this should be addressed to achieve Esia market as the strongest competitor to be taken if successful will generate significant revenue and become market leader.

The root problem here is the fact that the market leader Esia in Bandung where necessary improved performance quality perceptions, it is mostly based on interviews with Mr. Jeffri Irmawan as Senior Market Research Officer PT. Telkom is the competition (Sugiono, 2009:33) and not knowing what variables are located in the priority area of improvement, the competition area and area of competitive advantage by TELKOM Flexi after Esia was winning numerous award brand can be proposed for performance improvement in order increase the number of customers of Telkom Flexi by attracting

customers in order to move Esia customers using Flexi. In this case concerning the overall brand equity with a fairly short time the focus of TELKOM was to determine the effect perceived quality on brand loyalty (in this case the gauge interest in switching brands) because during this communication Flexi ads will emphasize low prices that even though it is already should be irrelevant but the quality factor which should be emphasized by Flexi.

Importance Performance Analysis is a popular model used to measure Perceived Quality of a brand. There are two types of models Performance Importance Analysis (henceforth abbreviated IPA) which is known to the extent that the model IPA 4 (four) quadrants and IPA 6 (six) quadrant. IPA Model 4 (four) quadrants addressed to prioritize the improvement of the perceived quality of the internal (company-owned resources),while IPA Model 6 (six) quadrant is intended to determine the priority of improved perceptions of the quality of the external side (performance of competitors faced).

In the case of competition, there are two issues that efforts to prevent customers using competitors product (satisfying customers / make customers remain satisfied) or an attempt to attract competitors customers to be customers of the company. Because the case is facing competition with Telkom Flexi and Esia based on input from the Telkom business research report is limited in order to attract customers into customers Esia Flexi using Importance Performance Analysis (IPA) 6 quadrant position must be maintained within short anticipating attacks from Esia.

Number of prepaid subscribers is greater than postpaid, This will be the first research focus is to prepaid subscribers (pre-paid). CDMA prepaid customer profile is the level of loyalty that has a low propensity prepaid because consumers tend to be price sensitive.

The research was conducted in the West Java city of Bandung represent because of Telkom Flexi sales data that there is a market in West Java which is enough to contribute to total sales, especially on the island of Java that is equal to 9% of total sales. This means that sales in western Java remains to be seen, because the relatively small contribution to total sales nationwide recall of West Java in this case represented by the Bandung city has even greater potential. One possibility is that the CDMA market dominated by the other competitors in this case most likely by Esia as the biggest competitor after winning numerous awards brand. "Esia achieve market share of 69 per cent in Bandung. This figure is the result of a survey conducted by Roy Morgan independent survey(Bayu Janitra Wirjoatmodjo, 2009).

Respondents surveyed restricted to the undergraduate students with an age range between 17-24 years. Based on interviews with Mr. Jeffri Irmawan Market Research as Senior Officer PT. Telkom is considered important because their communities who have lifestyle, dynamic, sensitive to changes in technology, relatively price sensitive, follow the trend, have moved the brand community and interest is high enough. This is considered important because their community are technology sensitive to launch CDMA features that will come will be easily absorbed by their community. If the undergraduate students in Bandung at this time was dominated by Flexi, then launch features payload technologies that will be included into the CDMA cellular technology in the future already have a potential customer who will use it. This is an opportunity given the number ofundergraduate students in bandung quite a lot (because Bandung is known as one of the city of education in Indonesia in addition to Jakarta and Yogyakarta) the number of undergraduate students at Bandung in 2008 reached 95.853 people and if successfully captured it will potentially affect increase sales, which can be further improved their satisiying to be more loyal.

In this study the main competitor Telkom Flexi Trendy studied confined Esia which is nearest competitors as well as considering the another outside operator CDMA seen still has no equivalence.

II. CONCEPTUAL FRAMEWORK
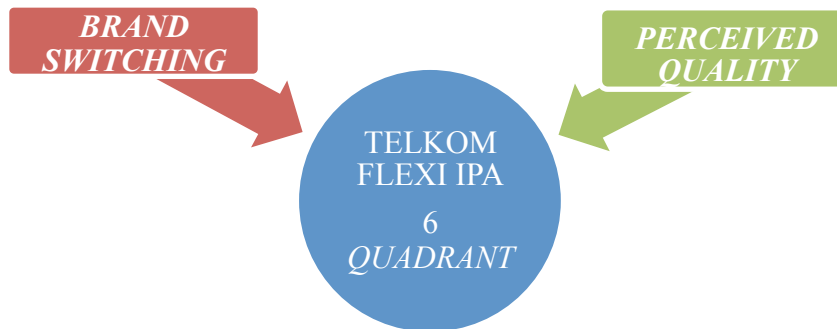
III. RESEARCH VARIABLES

To conduct the study the relationship between interest to move the brand to the perception of quality, it is necessary the elaboration of two variables so that more detailed and measurable, this data includes qualitative data. Perceptions of quality of selected variables from the observation stage, unstructured in-depth interviews (Malhorta, 2007:152) with an unstructured qualitative data to customers for prepaid CDMA services as much as 30 undergraduate students in Bandung with 17-24 years of age with a question "what are the things that you feel are important to determine the quality of a provider / operator CDMA service provider?". Meanwhile, the variables of interest move the brand used mostly taken from the description of the instrument Saraswati & Durianto (2008).

A. Hypothesis

Basic model used is IPA 6 quadrants. The criteria used for placement of variables on a traditional IPA uses 6 quadrant dividing line average level of expectation is replaced with the criteria of influence on brand switching interest. While the criteria for placement on the absolute superior quadrant, compete, and the absolute lagged maintained as before. With for increasingly used in this study two hypotheses, namely the associative hypothesis for the study is used to find the relationship between several variables, where the relationship between variables is causal (causal) relationship between the variables of interest in shifting the perception of the quality of the brand, as well as the performance difference between the hypothesis Esia operator with Flexi.

Regression model used was $y = a + b_1x_1 + ... + b_nx_n$ where y is the total value of the dependent variable (bound) / variable which influenced the interest in switching brands, b_n are the regression coefficients were generated, and the variable x_n are independent (free) / variables that influence the perception of quality. Regression relationship is sought is inverse correlation due to the scale used to measure the perceived quality leads to Flexi and Esia value leads to a value of five. While the variable interest move brands have a value of 1 for the possibility of more difficult move to Flexi and a value of 5 for the possibility of

more easily switch to Flexi. If the value perception of quality more inclined to the value of the variable interest Flexi brand switching then will be greater and easier to switch brands.

Structure hypothesized relationship between the variables of interest shifting perceptions of the quality of the brand are:

Ho: $\beta = 0$
H1: $\beta < 0$
real level 00:05
critical region t <-1.69
regression coefficient β = score test of the hypothesis that meet the criteria of the regression coefficients

Structure hypotheses used to assess differences in performance between operators Esia Flexi is:

Ho: $\mu = 3$ (There is no difference in perceived quality Esia and Flexi)
H1: $\mu \neq 3$ (There is a difference in perception of quality Esia and Flexi)
Real level 00:05
Criticism region -1.96 <t <1.96
μ = mean score of perception of quality performance according to undergraduate student perceptions.

B. Population & Samples

This study population are undergraduate students Esia prepaid users in Bandung who had used the service Flexi Trendy aged 17-24 years. Before performing the calculation of questionnaires conducted tests to determine the minimum sample size of how many questionnaires to be distributed to the respondents. Formula to find the number of samples required minimum number of population is not known until the required sample size determination table based on amount mop with an error of 10% (Sugiyono, 2009 97) is 272. To anticipate questionnaires incomplete or defective so distributed 300 questionnaires.

Patterns used in the sampling is non-probability sampling pattern (Sugiono, 2009: 95) (Istijanto, 2009: 124) because of the cost and time to obtain a probabilistic sample is too large. The respondents throughout used for any obtained from undergraduate students in the city of Bandung, which came from top 10 universities.

Undergraduate students to the top ten universities selected to represent the student population in the city. Number of respondents per university 30 people, the total reached 300 respondents. The sampling technique used is purposive snowball accidental (Sugiono, 2009:78). Data collection was conducted during the month of November 2009.

IV. RESULT & DISCUSSION

A. Data processing one way anova

After tested the validity and reliability to indicate the possible existence of differences in attitudes tendency of respondents from each university for each variable are used, there should be a test of the mean similarity between groups of respondents. This test

is done using a data processing technique One-Way ANOVA. Respondents from the 10 (ten) above university then grouped and coded serial number from one to ten with de-above based on the order. The hypothesis of the research is :

Ho: $\mu1 = \mu2 = ... = \mu10$ (no mean differences between groups of respondents)

H1: at least two middle values are not the same / there is minimal difference between the groups of respondents

The real level of 0:05.

Critics region: F calculated <F table (1.94) for the variable perceived quality

(Ho is accepted)

Critics region: F calculated <F table (1.94) for the variable interest switch brands
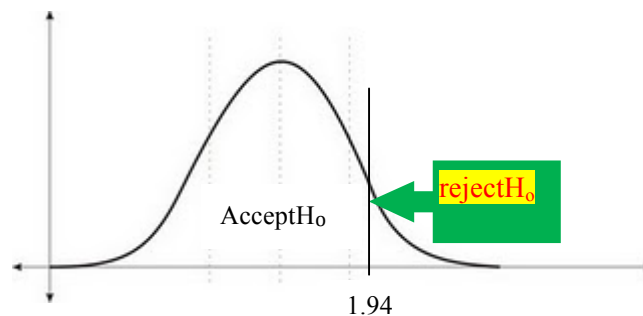
(Ho is accepted)

Interpolation of f table (can be found in appendix 11 table B-6 the F distribution) for r2:

$100 \rightarrow 1.97$

$290 \rightarrow x3$

$500 \rightarrow 1.9$

$(X-1.97) / (1.9-1.97) = (290-100) / (500-100) = 1.94$

Considering there are questions answered in the column do not know, then the degree of greatness liberty generated for each variable quality perception is not the same. Although the degrees of freedom of each variable is not the same, but still used criterion F table 1.88 because the number of classes is tested at 10 (numerator r1 = 10-1 = 9) and the amount of data collected 300 (r2 = 300-10 = 290) . In the same way, the value of F test is 1.94 for the variables of interest move the brand.

Anova test results indicate no significant mean differences for all variables of perceived quality and brand switching interest on the entire group of respondents. Thus, all the data collected from the ten universities can be use to perform data processing used for regression.

B. Linear regression data processing

Linear regression data processing techniques aimed to replace the midline determination IPA 6 quadrant by using the mean value of the average response rate of the benefit that a separation between the important quadrants quadrant is not important. In this study, perceived quality variables are categorized as "Important" if shown to have strong links with a total score of brand switching and variable interest stationed above the dividing line between the upper and lower quadrants. To determine the effect of each variable quality perception with a total value of a variable interest in switching brands, the data is processed using multiple linear regression techniques. Checks carried toward possible deviations above the regression model assumptions used by:

Comparing the calculated F value of the standard F value.
Ho: The regression line is not linear
H1: linear regression line
Real level 00:05
Areas of criticism: F count> F table is 2.66 (Ho rejected: linear regression line / no effect between the perceived quality of the brand moving interest) → (r1 numerator = 3 & r2 = 300 - 3 - 1 = 296)
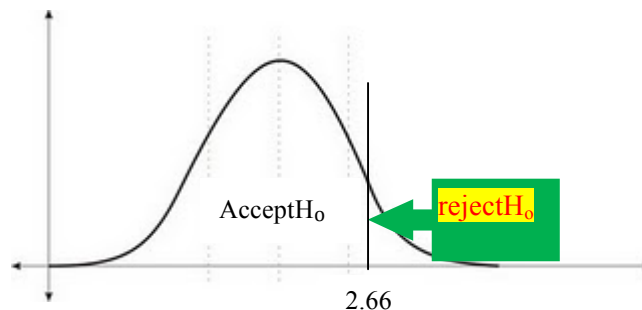Interpolation of f table (the F distribution) for r2:
$100 \rightarrow 2.7$
$296 \rightarrow x$
$500 \rightarrow 2.62$
$(X-2.7) / (2.62-2.7) = (296-100) / (500-100) = 2.66$

Checking significance of regression coefficients generated is done by comparing the t value of the standard t value.
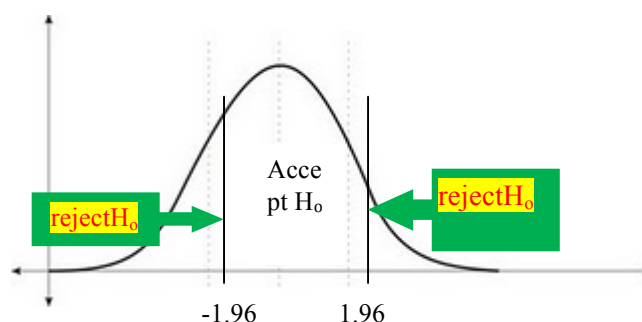Ho: $\beta = 0$ (no significant effect between the perceived quality of the interest in switching brands)
Ha: $\beta < 0$ (no significant effect between the perceived quality of the interest in switching brands)
Real level 00:05
T value table can be found in appendix 11 table value distribution t criticism
Critical region t <t table (-1.96) or t count> t table (1.96) → reject Ho

     The data processing results show that calculated F value is still smaller than the value of F table for the three models. Thus, linear regression techniques are reliable enough to assess the value of coeficient regression of each variable interest switching perceptions of the quality of the brand. Meanwhile, the resulting t value is smaller than the value of t table for the three models are obtained.

Thus the resulting regression coefficients can be used to assess the value of each variable influences the perception of the quality of the brand switch interests. In conclusion, the reliability test multiple linear regression models have met the requirrementof F test to a linear regression model was sufficient to be used as the basis for determining predictors of total brand value of interest switch.

Meanwhile, the results of testing the predictive accuracy of the regression coefficients obtained by using t-test reliability has resulted in regression coefficients generated to be a predictor for interest in switching brands.The resulting regression equation r2 value of 0.122. It is claimed that a third variable quality perception is to explain 12.2% variations interest to switch brands.

C. Processing hypothesis processing comparison

The aim of this stage of data processing to separate the research variables into 3 quadrants importance / performance analysis that consists of absolutely superior quadrant where the Esia Flexi, Flexi compete against Esia, Flexi and Esia lags the absolute. Data processing is done with 2-way hypothesis test using the test Z.

Structure hypotheses used are:
Ho: $\mu = 3$ (There is no difference in perceived quality Esia and Flexi)
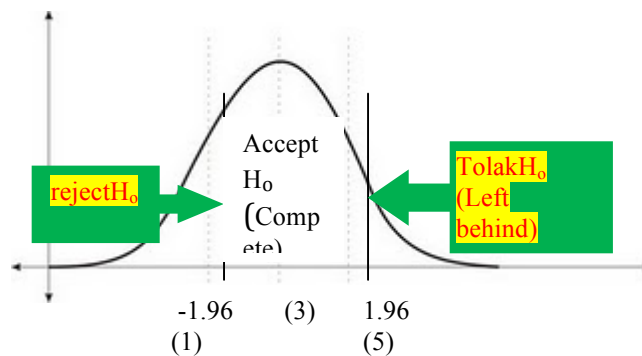H1: $\mu \neq 3$ (There is a difference in perception of quality Esia and Flexi)
Real level 00:05
Critical region: $Z < -1.96$ and $Z > 1.96 \rightarrow$ reject Ho
When the Z count <-1.96, then the absolute superior Esia Flexi
Count when $Z > 1.96$, then the absolute left of Esia Flexi
When the Z count falls in between the Flexi compete with Esia

Data processing was performed using SPSS software by using the submenu compare means. But remember in the SPSS Z statistical test is not available then the t test statisticuse as a substitute with note that the value of the t distribution will be equal to the value of the Z distribution for the amount of data in the top 30. The number of samples being compared are not the same between the variables of perceived quality with the quality perception of the other variables as there are respondents who answered in the column do not know.

D. Linear regression analysis

Linear regression line stated when all the points fall on a straight line. Because the model non-linear regression has a complicated method, it is done in practice is to assume that the linear regression line up directly predictable parameters. Though not necessarily the model is applied to a linear model. For effectiveness calculations, linear regression equations are usually more suitable than non-linear regression assumptions linearity acceptable. Therefore, the assumption of linearity in a linear regression should be tested using the F test. Regression method used is a stepwise method with significance level 0.05. After using SPSS for looking F value was found that there are three linearmodel. All three models have a smaller F value of 2.66, it can be concluded that all three models of the criteria to be considered linear.

Value of a and b is alleged allegations values for real parameters based on 104 complete data collected from 300 respondent data. This is because the majority of respondents do not know the answer in the column.The resulting regression equation is:

$$Zy = Z_3 - Z_5 - Z_6$$

where:

Zy = Total value of Brand Switching Interests

Z3 = regression coefficient value signal stability in various regions

Z5 = regression coefficient of variable speed summons to various operators

Z6 = regression coefficient for a variable period of active rechargeable equivalent value

To test the resulting regression coefficient t-test was conducted on the three variables were entered into the regression equation above, using a t-test on regression coefficients obtained with each coefficient is b3 = -0234, b5 = -0219, and b6 = - 0.210. PQ3 (-2472 <-1.69), PQ5 (-2325 <-1.69) and PQ6 (-2223 <1.69) then t count the resulting three variables is smaller than t table so that the decision is -1.69 reject Ho.

This means that all three produced a regression coefficient regression coefficient valid. Negative regression coefficient is an indication that the relationship between the three variable perception of quality for a total interest of switching the brand is inversely proportional relationship.

Thus, the variables that affect the value of interest is the stability of the signal switch brands in a variety of areas (PQ 3), speed summons to various operators (PQ 5) and active period for rechargeable equivalent value (PQ 6) the inverse correlation. Because the value of perceived quality is given in the questionnaire for the perception of absolute superior 1 for Flexi and 5 for the absolute perception as superior to Esia brand value shifting interest given in the questionnaire was difficult to move to a 1 to 5 for Flexi and easy to move to the Flexi, then the relationship is inversely proportional to an increase perceptions of quality Esia will discourage students to move to Flexi. Review of the regression coefficients for the variables above shows that:

• The influence of perceived quality variable signal stability in various regions appeal is reversed with a total score of a variable interest in switching brands. This greater signal stability value Esia operator they use today than Flexi will reduce the total value of the variable interest brands switching. In other words, the better the stability of Esia's signal various area, will lower the interest of undergraduate students to switch to Flexi. The impact of this conclusion is that undergraduate student users will simply

switch to Flexi operator if and only if the student's perception of the stability of the Flexi's signal in many areas better than the stability of Esia's signal.

- The influence of perceived quality variable speed calls to various operators is inversely proportional to the total score of a variable interest in brandsswitching. This indicates the greater the speed value to the various operators Esia they use today than Flexi will reduce the total value of a variable interest in switching brands. In other words, the better Esia in handling calls to various operators, will lower interest undergraduate students to switch to Flexi. The impact of this conclusion is that undergraduate student users will simply switch to Flexi operator if and only if the perceptions of undergraduate students regarding the speed of calls to various operators of Flexi in the various regions is smaller than the velocity of the calls to the various operators Esia.

- Effect of variable quality perception active period for equivalent value refill appeal is reversed with a total score of a variable interest in switching brands. This indicated greater signal stability value Esia operator they use today than Flexi will reduce the total value of the variable interest brands switching. In other words, the better the active period for an equivalent Esia's value refill, will raise the interest of undergraduate students to switch to Flexi. The impact of this conclusion is that student users will simply switch to Flexi operator if and only if the student's perception of the future better than the active Flexi operators Esia active period.

Data processing using the above regression method produces three variable perception of quality that can be categorized significantly influence interest in moving the brand to be placed at the top of the IPA 6 quadrants. The third variable is the stability of the signal in a variety of areas (PQ 3), the speed calls to various carriers (PQ 5), and active period for rechargeable equivalent value (PQ 6). Meanwhile, the remaining 27 variables are variables that less affect of the interests brand switching.

E. Importance Performance Analysis 6 Quadrant

| | | PERCEIVED QUALITY FLEXI OVER ESIA | | |
		LEFT BEHIND (Z > 1.96)	COMPETE (-1.96 <= Z <= 1.96)	SUPERIOR (Z < -1.96)
BRAND SWITCHING INTEREST	HIGH	6. Active period for an equivalent value refills	3. The stability of the signal in different regions 5. Speed dialing to various operators	
	LOW	1. Handling of suggestions and complaints 10. Durability simcard 14. Variation quiz 18. Bonus usage (phone, sms) 19. Activation Bonus 20. Service RBT (Ring Back-Tone) 21. Pulse Transfer 22. SIM Card Prices 23. Price vouchers 24. Variation nominal pulse 25. The appeal of advertising 26. Check the phone to various operators 27. Rates sms to various operators 28. Bonus refill 29. Easily search for SIM Card 30. Ease gets pretty numbers	2. Voice clarity call 13. Internet Access Rates 17. Appropriateness of campaign promises	1. Frequency of interference signal 2. Stability internet connection 3. Successful delivery of sms to various operators 4. Speed of delivery sms to various operators 5. The speed of browsing on the internet 6. Variations Download Content (Games, Applications) 7. Availability of chat programs 8. Successful delivery of MMS

Data processing results above show that the model of IPA 6 (six) quadrant can still be formed even using the separation criterion variable interest rate that is totally different from the model IPA 6 (six) traditional quadrant. The model modification approach IPA 6 (six) this quadrant can be answered thequestion: "if the investment of resources made what impact these investments for the company".

In the case study competition Esia and Flexi, Flexi be noted that no advantage at all in the variables that affect the interest of brands switching. Thus, it is an attempt to divert users Esia to Flexi will be difficult to do given the perception among undergraduate students towards in various parts of the signal stability and speed calls to various operators only in the level of competition, while the active period for the value of the variable refill Flexi absolute left of Esia.

V. CONCLUSION

Quadrant model of IPA 6 is modified by changing the criteria midline with a correlation coefficient significantly affect the interest of the brand switch can be used to analyze the competitive situation, as well as produce quality perception variables that need to be prioritized to be addressed.

Comparative analysis of perceived quality between Flexi and Esia produce 17 (seventeen) variables were expressed by students that Fexi behind Esia performance, namely: Handling of suggestions and complaints, Active period for an equivalent value refills, Durability simcard, Variation quiz, Bonus usage (phone, sms), Activation Bonus, Service RBT (Ring Back-Tone), Balance Transfer, SIM Card Prices, Price vouchers, Variation nominal pulse, The appeal of advertising, Check the phone to various operators, Rates sms to various operators, Bonus refill, Easily search for SIM Card, Ease gets pretty numbers.

There are 5 (five) variables were expressed by students that Flexi compete with Esia, namely: Voice clarity call, The stability of the signal in different regions, Speed dialing to various operators, Internet Access Rates, Appropriateness of campaign promises.

There are 8 variables were expressed by students that Flexi outperform Esia, namely: Frequency of interference signal, Stability internet connection, Successful delivery of sms to various operators, Speed of delivery sms to various operators, The speed of browsing on the internet, Variations Download Content (Games, Applications), Availability of chat programs, Successful delivery of MMS.

There are 3 types of students' perceptions of the quality of the Flexi significant effect on the interest of students to switch to Flexi namely:
1. Perceptions of quality of signal stability in various regions. On these variables assess student performance did not differ Flexi with Esia performance.
2. Perceptions of speed calls to various operators. On these variables assess undergraduate students performance did not differ Flexi with Esia performance.
3. Perceptions of the length of the active period for refills equivalent value. On these variables assess undergratuate studentsFlexi performance is worse than the performance of Esia.

To increase the interest of students to move from Esia Flexi, PT Telkom needs to better inform the qualities of excellence by using ads that have been proposed in order to improve the perceptions that arise among undergraduate students regarding the quality of the signal in different regions of stability and speed calls to different operators are currently considered to be no different from Esia. Telkom also can overcome the

weaknesses in the current period to the value of the variable refills which equates to further highlight the qualities of excellence.

VI.. SUGGESTIONS & RECOMMENDATIONS

To complete the promotional activities that further highlight Flexi signal stability as well as speed dialing, the author has designed the proposed improvements as shown in the following figure. PT Telkom should also redesigning the logo is the author of the proposal put forward by more attractive in the eyes of the public by using the desaigner powerful graphics. In addition, PT Telkom also needs to be more intense involved in sundergraduate tudent activism on campus in order to promote the image of superior quality compared Esia Flexi.

Proposed Infrastructure Promotion Flexi Advantage Quality Perception

In line with the results of the analysis in terms of backwardness Flexi recharge value per period than Esia, Flexi should equate the active period for the value of the voucher is more expensive than Esia or even give a longer active period of Esia. But in the short term, changes in the active period for the value of refill voucher adjustments need long time given the changes in the structure should be reviewed for all segments of the target community Flexi market; can not rely on the findings of this study which includes only the undergraduate students with aged 17-24 years in the city alone. So that it can be suggested that in the short term Flexi should focus more towards the promotion of excellence to address the infrastructure owned superiority Esia active period in terms of vouchers.

The following is an example that can be used by Flexi to address the weaknesses of the current period. This proposal still must be reviewed by a professional graphic designer and advertising.

Proposed Campaign To Overcome Weakness Flexi Voucher Expiration

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