

ABSTRACT

This research is relied on idea that performance of brand is a top-drawer matter in the world of market. That way also in the world of Telecommunications, of categorize GSM Sim Card Prabayar, since attending first time in Indonesia slowly this Sim Card Prabayar form good image in society. Some product of Sim Card Prabayar to check that is Product SIMPATI as TELKOMSEL, MENTARI as Product of INDOSAT, XL as Product of EXELCOM, and ESIA, FREN classified in Other Product.

This analysis is how performance of brand for the category of Sim Card Prabayar in Indonesia. To know performance of brand, the writer conduct some research to each factor, like recognition brand (recognition of brand) or referred as ability recollect a[n brand constructively (recall aided) that is to know of Top Mind of (TOM) Brands of Sim Card Prabayar, hence raised by question to and responder of Top Mind Advertisement of, later then how with association brand or brand association, perception of quality of (perceived of quality), perception brand best the or perception of best brand, used brand, loyalty brand, recommendation brand as well as penetrating product.

This research is done or the used of research quantitative, namely hold an interview with a number of chosen responder by using structure questioners. Interview conducted looked in the face (face to face), and method which is used in intake of sample is sampling random multistage, namely intake of sample step by step. As for step intake of sample conducted pursuant to region start from district, sub-district, citizen foundation, neighbor's foundation.

From result of research some factor influencing performance of brand, performance of SIMPATI product brand of TELKOMSEL is becoming to the best, but in a condition tight market is its emulation where difference of flimsy quality, lifting image need as excellence of competition.

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