

EXECUTIVE SUMMARY

Nowadays, telecommunication business competition is getting tough. The cellular operator companies are trying hard for gaining new customers. According to Indonesia Development Monitoring Research (IDMR), in the last 6 (six) months, the companies set up price for *kartu perdana* at the lowest price. IDMR's prediction said that at the end of 2008, the total of cellular customer is around 80,7 million. This condition shows that the cellular business is attractive and the market development is very potential. Facing this condition, the cellular operator companies promote their superior product to attract new customer. Beside selling *kartu perdana* at the lowest price, there is a talk time cost competition among the companies. Actually, this competition had been happened since 2 (two) years ago, but we can see the competition just since from 2 (two) months ago and finally booming as the instruction by Information and Communication Minister, Mr. Mohammad Nuh, who would reduce inter connection cost. Since the instruction became hot news, the cellular operator companies, which focus on GSM and CDMA, offered the cheapest talk time cost. As the consequence of that cheapest talk time cost, it cause a negative effect, ex. network busy because so many customers trying to make a call. To balance this condition, each company have strategic management to keep customer satisfaction. Ironically, what's the best strategic for customers doesn't guarantee satisfaction for customers because customers expectation are too much and actually the main duty of the companies is fulfill this high customers' expectation. The slogan of 'Customer is A King' is a challenge for the companies. The more 'care' to customers, the more would be customers confuse to choose the best product, instead customer feels being trapped by promoting the best and the best. Actually it is not a trap for customer as they thought, but the lower cost they promote refers to the certain conditions.

Among all the cellular operator companies, the Esia operator is the first operator who has the most total customers which around 3,8 million on June 2007 (according to Warta Kota). For detail, please see this information at figure 1.1 page 2. The existence of Esia is not only a threat for the competitors and also a challenge for increasing Esia performance. For that purpose, we need to make a research about what the attributes effect customer satisfaction and un-satisfaction factor. Beside, we may conclude what is the main reason for the customers CDMA by deciding Esia.