

ABSTRACT

The amount of mobile telecommunications services provider in Indonesia currently causing a stiff competition between fellow providers of mobile telecommunications services. There are six brands of GSM providers that publicly known in Indonesia, XL is one of them. The problem that occurs is a decrease in the number of subscribers of the XL mobile telecommunication prepaid service. It is characterized by the number of subscribers of XL prepaid service are decrease from 60.172 to 42.100 in two years. And it also characterized by the number of the other prepaid service providers are increased each year. By the year of 2015, XL already do some marketing campaign, including through sales promotion and advertising. This study is aimed to analyze the influence of brand awareness, price, and promotions to the customer buying decision in Diponegoro University Students.

The population used in this study are all the students in Diponegoro University who has an experience with the XL prepaid service product with minimum six months use. The sampling technique used was purposive sampling. The samples that taken for this study is 125 respondents. The methods of data collection in this study is by using questionnaires that the author gave directly to the respondents.

Based on this research, brand awareness, price, and promotion has a positive influence to costumer buying decision for the XL prepaid telecommunication service in the students of Diponegoro University. The variable that used in this research that has biggest influence to the XL postpaid product buying decision is promotion and the variable that has smallest influence to the XL postpaid product is brand awareness.

Keywords: brand awareness, price, promotion, buying decision, telecommunication, ICT