

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

I definitely agree that an attribute is an important element to influence and attract customer's attention to buy and try the product. An attribute is a specialty that cannot be received by customers from other products so that the product can be identified and differentiated to one another.

The product attributes that can give added value to its customers will lead to customers' preference. Its added value can be seen through product features, benefit, and functions. I also find out that the product features through prices is effective in getting customer's intention to use the product.

From the result of the questionnaire, it can be seen that most respondents are attracted by the cheap price on telephone and SMS that they use. I admitted that Esia's promotion through its low prices which is effectively maintained at previous time and reached the new customer to use their product. The product benefit offered by Esia is also attractive to attract customer, for example by only spending Rp1.000 people can telephone the other Esia's user for 1 hour. The customer like using Esia

because they can save more money as Esia's tariff is very cheap.

I also agree that the availability of the attributes that customers consider to be important becomes one condition for the cellular phone operator so that the company is able to compete with another company that offers the same products. The cheap price, the performance, the quality, and the savings that can be received from the product are some important things for the customers of the cellular phone operator.

I strongly agree that a customer's preference which can be seen from customer's brand acceptance degree is very important for the company to consider. The higher the company customer's brand acceptance degree, the more the product is liked by the customer. The customer can increase their brand acceptance degree by doing promotional programmes and product development. In the first time of launching its product, Esia did not really get customer acceptance. But then Esia overcame the problem by doing a lot of promotional programmes, such as cheap tariff, doing a partnership with Nokia, etc. Because of its successful promotional programmes, nowadays Esia can get customer's attention and preference to use its product.

From the result of the questionnaires, it can be concluded that customer perception on Flexi and Esia's product attributes are mostly focused on price. In this case, I can jump into a conclusion that customers consider the rate of the product is the most important thing that affect their preference in choosing the product. Because Esia has done a great promotion on the rate, so that many customers prefer to use Esia rather

than Flexi. If Flexi can compete Esia by offering a cheaper tariff than Esia, the customer will prefer to use Flexi to Esia. At this time, the customers mind has been settled to say that Esia is the cheapest CDMA cellular phone operator. So, Esia is identical to cheap, affordable, and saving money.

I suggest that to get its customer attention, it is very crucial to determine which elements of product attributes are considered to be important for cellular phone operator user. In my opinion it will be useful for Flexi to create its added value that makes it different from other cellular phone operator and also can get customers' attention to make them like Flexi better than Esia. My suggestion for Esia is that it is important for them to do a product development and make a continuous improvement so that customers still want to use Esia rather than other cellular phone operators.



