

Abstract

These days market compartment in Indonesia mastered by three company that is Telkomsel, Indosat, and XL and in this time in all penetrating Indonesia of telecommunications industry have reached 60 percentage of the amount of resident.

This research use approach of quantitative by using descriptive research type of purification, data the used is obtained primary data the division of questioner to consumer. Technique intake of sampel is the non sampling probability by using way of intake of sampel is sampling convenience.

This research conducted to know "How behavior of consumer in chosening and using service service of provider telecommunications of XL in Surabaya through behavioral elements of consumer namely buy they what, buyer the is who, buying their in influences who, buy they why, buy the where, buy they when, buy they often how, product the about know they how, and purchase the after it evaluate they how.

Key Words: XL, Customer Behavior.

Intisari

Dewasa ini pangsa pasar di Indonesia dikuasai oleh tiga perusahaan yaitu *Telkomsel, Indosat, dan XL* dan saat ini di seluruh Indonesia penetrasi industri telekomunikasi telah mencapai 60 persen dari jumlah penduduk.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan jenis penelitian deskriptif murni, data yang digunakan adalah data primer yang diperoleh melalui pembagian kuesioner kepada konsumen. Teknik pengambilan sampel adalah *non probability sampling* dengan menggunakan cara pengambilan sampel adalah *convenience sampling*.

Penelitian ini dilakukan untuk mengetahui “Bagaimanakah perilaku konsumen dalam memilih dan menggunakan layanan jasa provider telekomunikasi XL di Surabaya melalui elemen-elemen perilaku konsumen yakni *what they buy, who is the buyer, who influences in their buying, why they buy, where they buy, when they buy, how often they buy, how they know about the product, dan how they evaluate it after the purchase*.”

Kata kunci: XL, Customer Behavior.