

# Important Factors in Driving Consumers Preference Towards SIM Card

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## Abstrak

### **ABSTRACT**

This thesis analyzed important factors in driving consumer preference toward SIM card brand. To understand what factors drive SIM card brand choice, the thesis analyzed two association importances: stated importance and derived importance. While stated importance was calculated by asking consumers directly what characteristic is important to them, derived importance was calculated by using Jaccard Similarity Coefficient. Good network quality, cheaper SMS tariff, and cheaper voice call rates were deemed as the most important factors in driving consumer preference toward SIM card brand. Different factors were obtained among different age group, and among GSM and CDMA users.