

## LIST OF FIGURES

Figure 1.1 XL Axiata Logo .....	1
Figure 1.2 XL Logo .....	2
Figure 1.3 XL Prioritas Logo .....	2
Figure 1.4 Cellular Operators' ARPU 2014-2018 (in Thousand Rupiah).....	5
Figure 2.1 Model of Consumer Behavior .....	12
Figure 2.2 Theoretical Framework .....	22
Figure 3.1 Marketing Research Process.....	34
Figure 3.2 Continuum Line .....	41
Figure 4.1 Brand Awareness Continuum Line.....	52
Figure 4.2 Brand Awareness Continuum Line.....	53
Figure 4.3 Perceived Quality Continuum Line .....	54
Figure 4.4 Brand Association Continuum Line.....	55
Figure 4. 5 Purchase Decision Continuum Line.....	56