

## **ABSTRACT**

*This research is entitled Perception of Indosat Ooredoo Users on Indosat Ooredoo Brand Image. The purpose of this research is to find out the perception of Indosat Ooredoo users on Indosat Ooredoo's brand image. This research was taken from the phenomenon that the survey conducted by nPerf Indosat Ooredoo was the worst network quality provider but was able to occupy the second position as the most widely used provider in Indonesia.*

*The theory used is Information Integration Theory which is a process to know, understand and learn something where the information has the potential to influence individual beliefs or attitudes. In forming the brand image there are seven factors that become the reference of this research namely quality, trust, benefit, service, risk, price and image. The results showed that Indosat Ooredoo's brand image was considered poor by the user because it was unable to provide good signal performance. However, the advantages possessed by Indosat Ooredoo are still used by its users because Indosat has affordable prices for young people. The promotion made by Indosat Ooredoo is good because it can make users interested when watching Indosat Ooredoo ads. This is expected to be a reference for Indosat Ooredoo to continuously improve the quality of its signals so that customers are happy to use Indosat Ooredoo.*

***Keywords: Indosat Ooredoo, brand image, user perception, Information Integration Theory***