ABSTRACT

Based on the survey result conducted by the Association of Indonesian Internet Service Provider (Penyelenggara Jasa Internet Indonesia/ APJII), it was found that the internet subscribers in Indonesia in 2014 grew by 30. 49%. There was a paradox if we compare the growth of Speedy/Indihome Telkom subscribers to the internet user growth in Indonesia. Telkom was supposed to be able to use totally the internet users by increasing the number of Speedy Telkom subscribers. In fact, the growth number of Speedy subscribers was only 0.4% and in general, it was considered much lower than the growth number of internet users in Indonesia.

The purpose of this research was to figure out the influence of Customer Relationship Management (CRM) on the loyalty of the Speedy/Indihome subscribers. In accordance with the research purpose, the research used the study of causality, and the nature of this research was verification. From the questionnaire distributed, 182 valid questionnaire were gained. The method of data analysis used path analysis.

From the research findings, it was concluded that the independent variables, namely Competence, Relationship, Caring, and Thrustsignificantly and positively affected the loyalty, meanwhile Sharing Information did not. The effect of those variables on Loyalty was 81.2% and the highest was Competence with 38.2%.

The highest variable influencing the subscribers' loyalty was Competence. Telkom has to be more focus on the effort of enhancing the staff competencies, especially dealing with the Speedy/Inhome subscribers to maintain their loyalty. With this high subscribers' loyalty, the company is easier to increase the values of each subscriber in order to improve the company's income.

Keywords: subscribers' loyalty, competence, CRM, Speedy/Indihome, path analysis.