

## ABSTRACT

Mobile market in Indonesia grows very fast. It is based on number of mobile customer that always increase. This improvement also increase opportunity of bussiness and competition between cellular operators. Nowadays there are 3 (three) big operators that master in market, they are Telkomsel (the product are kartuHALO, Simpati, and kartuAS), Exelcomindo (XL bebas, Jempol, and Xplor) also Indosat (Mentari, IM3, and Matrix). A large number of cellular operators will give a great opportunity for customer to choose operator according their needed and give satisfaction according their expectation. They are satisfied, maybe remain to be customers who used a card. While they are not satisfied, they will complain or change their card to other operators, so that it can decrease customer loyalty. For preventing, operator pre-paid card should formulate loyalty programme to grow customer loyalty.

At this research, cellular operator take to Telkomsel brand Simpati. This research need survey to collect the data with questioners. Questioners are spreaded with *convenience sampling* technique to customers who use GSM pre-paid card in Padang. Next, the data are processed with *Markov Chain* method, *Customer Satisfaction*, and statistic descriptive.

According the result, Simpati gets 68,21% satisfaction level from their customers. It means customers are satisfied with Telkomsel's service during the time. And according loyalty level, Simpati gets *Committed Buyer* level 88,46%, *Satisfied Buyer* 6,73%, and *Switcher* 4,81%. But, there are some attributs from analyze of performance-importance matrix need improvement such as : prize of voucher or refill, given bonus, total active time of card, and feature. Those attributs also reason of customers to make churn or change their card. And from Markov process said that mount of customer transfer of Simpati is highest number in market cellular, that is 36,96% customers remove to other card. So, Telkomsel should attentive and prevent that problem with formulate loyalty programme based on low performace attributs. Such as preparing minimum nominal of voucher/refill, bonus of pulse and SMS in long time, reducing tariff, adding active time of card, socialization and education of feature and produt excellence.

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