

ABSTRACT

Along with the development of networking telecommunication system, internet network had become a sufficient need in many industries, it increases some needs of high-speed access. As consequences, many internet service providers appear that make the competitions increased. PT.Telkom as an internet service provider considers the consumer transmigration problems. The transmigration could be appears from the customer unsatisfied to what the operator give or even the quality of the product. That is why this research performed to identify and analyze the factors and variables that influence the consumer transmigration issue from other internet service provider to Telkom Speedy.

In this research, the data concluded by giving questionnaire to the Speedy consumer who ever use another internet service provider in South Jakarta area. The questionnaires would be distributed by simple random sampling method. The questions in the questionnaires consist of four parts. The first part contains respondent's general information, the second part contains the respondent's service usage, the third part about the respondent's estimations/experience to Speedy product compared with other internet products, and the fourth part contains with the respondent's satisfaction. Respondent show their estimations/experience to the questions in the questionnaire which use 6 points Likert Scale.

Research results show there are variables that perform voluntary deliberate churn variables. By knowing the factors and the variables as the causes of respondent transmigration from other internet service provider to Speedy, therefore we can discovered the factors that should controlled by company so that become the speciality of speedy in influence the consumer satisfaction. The Voluntary deliberate churn factors (factors that can make respondent transmigration) clearly also influence the respondent's satisfaction.