

ABSTRACT

The necessity of telecommunication media has developed rapidly. IT indicates the increasing value of cell phone demand from year to year, especially *Code Multiple Access* (CDMA) technology, with most of added value such as relatively achievable cost and *coverage area* that has reached most of the big city in Indonesia.

Nowadays CDMA market in Asia Pacific is the biggest market in the world with percentage 51.3 percent from total user 451.300.000, which is 231.300.000 (source:www.itu.int). In 2009, the number of CDMA user globally will be about 500.000.000. It caused by the demand of voice services market is the main priority in the developing country (source: www.techno.okezone.com).

Indonesia is a country with the growing user CDMA the biggest in Southeast Asia (source: www.itu.int). A bigger number of CDMA operators in Indonesia causing them to compete tightly in the telecommunication business competition. High market competition among CDMA operators with varieties of offered service is one of the factors causing high movement of user from one operator to another. The average of user movement from five operators available is 5.34%, strive the CDMA operator to make serious efforts of customer retention in order to keep the customer from moving to the other operators. It is hoped that from the research can give some advices to the CDMA operators in the form of program retention from the other competitors that can decrease the rapid movement.

In this research, collecting the data is done with the survey method using questioner asked to the pre-paid CDMA customer. The questioner is given with the *convenience sampling* method. The question in the questioner is divided into two parts. The first part is customer characteristic, second part is responder perception value taking from the variable research that consists of quality perception, value perception, customer expectation, customer satisfaction, and competitors' cynosure. Responders shared their perception about the questions that has been asked in the questioner with 6 Likert scale point.

The results from research showing influenced variable from the customer movement intensions are quality perception and competitors' cynosure. Whereas the variables that giving no effect to the customer movement intension are value perception, customer expectation, and customer satisfaction. According to the effect of variables to the user movement intension it is formulated customer retention program. With this retention program, the company and customer will fell the benefits and profits.

Key words: Intention, customer, switching