

## ABSTRACT

Nowadays, the increasing of the cellular subscribers has been springed the number of new cellular operators. Each of operator even also compete in offering their service. Many of new cellular operators causes their competitive becomes strict. This situation probably makes the subscribers move from one provider to others. ESIA, as new cellular operator even also has a churn level which bigger than targeted before (4 %). Hopefully, this research can create a program to maintain ESIA's customer which can influences their profit later.

In this research, data collecting has taken from questionnaire spreading to ESIA's subscribers. Questionnaire has spread by convenience sampling method. It consist of two parts. The first part about screening and responden's general profile. The second part consist of questions which use to measure variable which have been identified before, there are price, satisfaction, attractiveness alternative, switching cost, variety seeking, past behavior and about responden's perception of customer switching intention.

The result of this research, shows that the reason of responden who have willing to churn caused by influence of alternative attractiveness, variety seeking, and low switching cost. While price, satisfaction and past behavior are not influence significantly to switching intention . Switching model based on affected variables are  $Y = 0.321 \text{ alt} - 0.158 \text{ swc} + 0.285 \text{ var}$

Based on variables that influences to customer switching intention, then will be create the Customer Retention Programs. The retention program will be suggest is service differentiation. The service differentiation concept will be used in the existing program. With this program, hopefully churn rate in ESIA will be decrease, ESIA's subscribers will be more loyal and the company will get many advantages and benefit indirectly.