

## ABSTRACT

Highly levels of Internet usage that increased annually with growth levels around 100% made many providers compete to become market leader. This competition also happened in corporate Internet service at HRB. Ironically, that growth was alongside with the increased switching migration from users that migrate to another provider with percentage 48 up to 96% annually. PT XYZ was one of service provider that have biggest switching levels around 54,5%. Through this research, hopefully, could give inputs for PT XYZ as a retention programs to face their competitors that could increase PT XYZ's consumers loyalty and minimize the switching levels.

In this research, data mining was done by survey method with spreads questionnaires to corporate users. Questionnaire was spread with convenience sampling method. The first part was consists users characteristic, second part was consists respondent's perception assessment to the research variables that formulated with SERVQUAL and the third part consists customer's perceptions to the research variables that includes prices, competitor's attractions, switching costs, variety seeking, past behaviors, switching intention and switching reasons. Respondents describe their perception to the questions in this questionnaire based on 6 points of Likert's scale.

Research results shows the reason from ISP's users did the switching were because of networks, tariffs and supporting. Also customer's loyalty and variety seeking didn't significantly affects to the switching intentions, and prices, switching costs, competitors attractions and past behaviors were significantly affect the switching intentions. Switching model based on affected variables are  $Y = 0.115X_2 + 0.284X_3 - 0.185X_4 + 0.272X_6$ .

Based on affected variables to the customer switching intentions, then will be planned the Customer Retention Programs. With this retention programs, therefore both company and customers will get many advantages.