

ABSTRACT

The contribution of information of business and technology fields are growing simultaneously, the access towards sources and informations network become more important for customers specifically for internet customers. Internet also have big influence for knowledge and global views. Internet is global information networks which are growing rapidly. Nowadays it could be as the big information network in this whole world. This condition is followed by the addition of internet service operator or known well as *ISP* (Internet Service Provider). Addition of internet service operator makes all operators must compete strictly, include PT. Telkom with his speedy services. One of speedy package for home customer is speedy personal. Until now speedy personal as one of internet service of TELKOM product has *churn* level that is inclined to increase. Reason of customer *churn* of speedy has not been know yet by PT.Telkom. This research have purposes to know characteristics of customer churn, churn variables which are influencing customer satisfaction to churn or quit from personal, churn factors which are still need *improvement* with the result that factors can use for as a basic from formula of program *customer retention*.

At this research, measuring tool which used is questionnaire. This questionnaire is distributed to customer who still loyal to use speedy personal as their internet services and customers who have quit from speedy personal in Bandung. The result of questionnaire distribution will be proceed by descriptive statistic that is frequency to know characteristic of customers and regression analysis to observe what churn variables that influences customer satisfaction.

Characteristic data of loyal customer and who has quit from speedy personal are got from result of data processing. This characteristic can be explained based on sex, age, last education, occupation, income, expenses of internet cost per month, and historical internet using before use speedy personal. Beside those, will also gain what churn variables are influencing customer satisfaction. The result of the data processing are gain variables which influence loyal customer satisfaction as technology, quality, economics, social variables. Where as customers who quit from speedy personal as technology & quality variables.

Based on analysis results, the churn factors which still need improvements according to loyal customer preferences are modem, networks, simplify of gaining speedy informations, the explicitness of informations, number of quotas, billing locations, non elektronik mediums, and friends influences. Where as the churn factors which still need improvements according to quit customers preferences are modem, queue, abodement cost, number of quotas, image.

After analyze this factors, appropriate *customer retention* program for PT. Telkom can be concluded.

Keyword: *churn, customer retention, improvement*