

ABSTRACT

Recently, telecommunication business grows quickly. It is characterized by quantity increase of Telecommunications service subscribers. Growth of CDMA services also move quickly, this is evidenced by the high sufficient number of subscribers Telkom Flexi CDMA operators which in 2008 had 8.9 million, but in July 2009 the number of subscribers has reached 13, 8 million subscribers. Some of amount subscribers are young, especially students and university students. Therefore Telkom must be able to market their products to young people, because the number of young people or students in Indonesia are still quite stout. In addition, other issues that have not been able to overcome by Telkom is trying to reduce customer churn rate, this is because the amount of customer churn Telkom Flexi is enough High, that is never touched 40%. If the Telkom could control or even reduce the amount of this churn, did not rule out the number of subscribers will Flexi more. In addition to these customer churn factor Telkom operators must compete with other CDMA-operator, which business and marketing strategies that issued operators are enough to make customers interested. This is why encourages writers to do research on the formulation of customer retention programs based on the measurement of the level of customer satisfaction and loyalty.

Data collected by using questionnaires distributed using convenience sampling methods to students customers in Bandung who use Telkom Flexi Trendy. The study begins by analyzing the customer behavior of CDMA operators that previously used and the reasons customers choose Telkom Flexi Trendy, determine the characteristics of the student customers Telkom Flexi Trendy users and the measurement of customer satisfaction levels Telkom Flexi Trendy using Customer Satisfaction and Customer Satisfaction Index Gap Index , and analyze variables that must be repaired by using Performace Importance Matrix, then measuring the level of customer loyalty Telkom Flexi Trendy. Based on calculations and analysis carried out can be formulated about customer retention programs Telkom Flexi Trendy.

The results of the level of customer satisfaction showed that Telkom Flexi Trendy among the students performance is still at an average of 64.207%, and satisfaction is the minimum value of 50.81% for variable rates to different areas of GSM operators, it is very low satisfaction , so there needs to be improved immediately by Telkom. Telkom Flexi Trendy customers among the students is dominated by customers with as Committed buyer criteria about 61.19%. But it must remain vigilant because the rest is still possible to churn to another operator, so that the customer retention programs should be done by the company Periodically so that customer satisfaction can be increased again.

Keyword : churn rate, Retention Program, Customer Satisfaction, and Customer Loalty