

ABSTRACT

The development of mobile services at this very rapidly. Data shows that in 2009 there were 151.6 million mobile customers comprising 84 percent of subscribers of GSM and CDMA subscribers 16 percent. (Lukihardianti, 2009). With a tight market, the level of customer churn or shift from one operator to another operator must be suppressed. The effects of customer migration can lead to a reduction in market share, low profitability, and increased costs.

Indosat implemented a program that is by forming a customer club COMMUNITY INDOSAT ie a service user community Indosat (Matrix, Mentari, IM3, IM2 broadband) with the aim of increasing customer loyalty. However, the number of subscribers who are members of Indosat Indosat Community has only reached 10% of customers overall. This amount is considered very low compared with the number of users overall. This can cause the program less effective customer clubs.

Research shows the influence that occurs between the Financial Benefit, Social Benefit, Psychological Benefits, Handling and Customer Club, against Club Customer Satisfaction. Correlation of the highest to the lowest of Psychological Benefit (0.455 *), Social Benefit (0.448 *), the Financial Benefit (0.304 *) and Customer Club Handling (0.200 *). Viewed from the level of member satisfaction when ranked from highest is the Customer Club Handling (77.3%), Financial Benefit (76%), Social Benefit (71 875%), and Psychological Benefit (59.65%). Therefore, all aspects that influence the satisfaction of Indosat Community members should be considered as a basis for program development.

Keywords: Customer Retention, Customer Club, Customer Satisfaction