

ABSTRACT

This research discuss about factors affecting internet users to switch from internet subscription of Speedy internet in Denpasar (customer churn) with the internet users who have not subscribed to Speedy internet yet which are domiciled in Denpasar as the research object. The affecting variables to be discussed in this research consist of Price, Quality, Delivery, Service. Those variables were tested as a cause of customer churn to find what variables affected consumer intention to adopt Speedy.

The data was collected throught a survey using questionnaires measuring devices to 225 customers at PT. TELKOM DCS Denpasar area who have subscribed for a six month minimum using. Based on calculation of the value of customer perception and switching index, it is known that all the previously formulated hypotheses that have been proven if variables of Price, Quality, Delivery, Service has a relationship with customer churn.

From the analysis of data, then arranges some proposed program to prevent the transfer customers of Speedy Internet subscription.. In accordance to the greater influence variables, then proposed program focus to educate people, such cash back, speedy myBill, member get member and several other related programs. With these programs, hopefully, Internet users intention to adopt Speedy internet will increase and indirectly DCS (Division Consumer Service) Area Denpasar can increase the number of their new Speedy internet subscribers in Denpasar.

Keyword : churn customer, Speedy