

ABSTRACT

Internet is one of the services which are changing very fast in the field of ICT (Information and Communication Technology). The growth of market opportunities cause internet service provider in Indonesia are increasing. PT. Telkom is one of the internet services provider in Indonesia, and Speedy become the flagship product of this company. Speedy subscribers in Indonesia is increasing during the period 2005 to 2009 amounted to 431,000 subscribers, or about 36.43% each year. It makes PT Telkom have to continue maintaining, improving quality and customer satisfaction. It is necessary to be review for Speedy due to possibility of customer churn from one service provider to another service provider can also occur.

In this research, data was collected by method through questionnaire's disseminate to 201 Speedy subscribers in Bandung area. Questionnaire's disseminating is using convenience sampling method. Questions in this questionnaire are divided by two parts; those are Subscriber Profil and Customer Switching Intention that will be measure respondent perception to the variables: price, satisfaction, alternative attractiveness, switching cost, and service quality on customer switching intention variables. Data were analyzed using multiple linear regression analysis to obtain the variables which most affect customer switching intention, so that the main priority of the variables found to be used as advice in the preparation of a customer retention program. Furthermore, depth interviews in order to obtain knowledge about the Speedy. After conducting depth interviews, the next stage is benchmarking in making customer retention program.

Recommendations customer retention program refers to the variable of price, attractiveness alternative and service quality are prioritized to be repaired. Recommendations of retention program suggested: (1) existence a system of contracts with customers with lower rates but using the old rules of use, (2) Provide daily, weekly or monthly packages, (3) provide the reward system to customers who using the speedy in the form of a point which can be swapped as

lottery numbers, (4) Replacement packets do customers by sms appropriate format or it can be by phone, (5) Doing bundling with mobile phone.

Keywords : churn, customer retention, Speedy