

ABSTRACT

Pay TV business has developed quite well in Indonesia since 10 years ago. The number of PayTV operator in Indonesia have developed quite rapidly. In Indonesia, IPTV is one of the pay TV business that utilizes 3 technology. Since GrooviaTV / Telkom IPTV commercialized, a decline in sales performance is occurred by 37% at the end of Quarter 1 and continued to decline in the next month, as well as customer churn rate fluctuations occur from November to June in 2012. This shows that a program should be designed to anticipate the customer retention rate fluctuations ongoing churn in the months thereafter.

This study aimed to examine the effect of variable satisfaction, service quality, price perception, alternative attractiveness, and switching barriers to customer switching intention as well as to formulate a customer retention program by using multiple linear regression analysis.

The first phase, carried out the design of the questionnaire, after which tested the content validity and reliability with a Pearson correlation test, then performed grooviaTV distributing questionnaires to customers who already subscribe to as many as many as 135 who are already subscribed to > 3 months. Based on the results of data processing, obtained the variables that most affect the customer's intention to switch the service quality, price perception, switching barriers and alternative attractiveness.

Recommendations of customer retention program prepared based on the results of data processing, analysis, depth interviews with 10 subscribers of GrooviaTV customers, the consumer directorate Telkom Regional Division III and from the results of benchmarking against leading firms and companies in similar industries. The customer retention program that be recommended in this research are Profiling CS (Customer Service), Integrated Systems Call Distribution (ICD) equipped with a Customer Care Base System (CCBS), knowledge upgrading of call center employee, email service centers, Conducting employee competency training program, Talent Reward Strategy, create a special web page online, interactive, network modernization of copper lines to fiber optic network and utilize older equipment (copper line), do the evaluation network to the customer's homes on a regular basis, promo on-sale service, creating a periodic newsletter quarter, the special treatment: corporate customers and certain customers based on their level of customer loyalty, Pay by Voucher, Being a sponsor of an event as well as the addition of content / form content center channel, channel operations, local content production, digital broadcast movies and home shopping channel system to establish a strategic partner (with other IPTV operators from other countries).

Keywords: retention, transfer, churn, multiple linear regression, switching intention, TV.