

ABSTRACTS

Customer's demand about service product of telecommunications service in this time is very high, It claiming also the availability of accurate information in the right time and requirement as respects to earn to be fulfilled, if operator carrying out it don't have quite a lot information about things which required by customers, beside that with many existing operators, it will gives society more choice alternative to communications. Society can choose communication means matching with their requirement. Thereby consumers have alternative type and perpetrator to fulfill their requirement of telecommunications service. This situation claims the each organizers of telecommunications business to manage their business in such a manner to win emulation. The increasing of amount of users fixes phone (PSTN) and cellular phone which big enough and increasing from year to year, making PT INDOSAT as one of the peripatetic operators in the field of telecommunications to be able to draw up a strategy in maintaining and improving storey; level usage of their product's cost where in this research ,the writer only focusing at product of Matrix which representing one of the pre-eminent product of PT INDOSAT which in form of SIMCARD with system payment of postpaid

PT. INDOSAT try to maintain and improve level usage of Matrix by their customer at the moment, then PT.INDOSAT need *Loyalty Program* that more orienting to customers, so they can be stay in competition era like in this time. The problems to be discussed in this research is to know how customer's preference to usage of Matrix in this time, knowing service of Matrix made cool by customers in this time, knowing form of Loyalty Program wanted by customers and formulate strategy to maintain and improve level usage of Matrix's cost.

This research is done constructively questioners, to get primary data, propagated to entire customers who enter in regional service area of Bandung, Technique Sampling the used is *Random Sampling*. Primary data is obtained, then processed descriptively frequency to know amount of each required variable.

From result of data processing indicate that market of Matrix divided base on pattern used of customer to Matrix to become 7 segments those are more opting Segment (prefer) to Matrix as a means of communications (Segment 1) (47,5%) Segment 2 where its members are responder which is frequency usage of its proportional Matrix with PSTN (10.9 %) segment's 3 members are more opting responder of PSTN as a means of its communications (its 15.3%).Segment's 4 members are responder which is usage of proportional PSTN with HP besides Matrix (4.5 %) segment's 5 members are responder which is usage of Matrix and of HP besides proportional Matrix (8.4 %) ,segment's 6 members are more opting responder of HP besides Matrix as a means of their communication (5%). Segment's 7 members are responder which is usage of Matrix, PSTN and of HP besides Matrix is proportional (8.4 %)

Result of this research shows besides market of Matrix divided to become 7 segments, it also obtained by form of Loyalty program which is more wanted from most of the segments is Matrix VIP,. Form of reward in stuff. Reward giving directly. Automatically Membership registering. where the things very is influencing them in using Matrix as their telecommunication tool every day.