

## ABSTRACT

The competition between cellular operators at present is very tight, either in product or service cost. Each operator attempts to give the best service for their customers. In results, a lot of customers often change their service from one to another operator's service, they are called as churn customers. As one of the biggest cellular operators in Indonesia, PT. Indosat Tbk, also faces this kind of customer phenomenon. Churn behavior in Indosat is approximately 8-12% a month (Loyalty and Retention division, 2007). Thus, this problem encourages PT. Indosat to find another way in keeping customer retention.

Retention method used by Indosat especially in community unit of Loyalty and Retention Division is establishing the Indosat Community. Indosat. This community was approved on August 29<sup>th</sup>, 2006 and until January 2007, its members are about 10000 of 1.500.000 Indosat customers lived in Bandung. Although this community is in progress, PT.Indosat is still looking forward to revising the program of Customer Retention in Indosat Community, so that it adjusts to the customer's desires, and helps the existing retention system in order to keep customer's loyalty.

In addition, it is necessary to carry out a research for understanding which factors that could be taken as preferences for the members of Indosat Community, measure the member's satisfaction of existing program, and also compare its community to another community owned by other competitors. This research is held up by data collecting through questioners. These questioners are given out by sampling conveniently to the members of Indosat Community in Bandung. There is also an interview to several members and Community unit to inquire about the existing Indosat Community performance.

The collected data will be analyzed using *Customer Satisfaction Index* (CSI) and descriptive frequency system. CSI is applied to know the level of customer satisfaction of existing Indosat Community and will be mapped in Performance Importance Matrix method in purpose to discern the variables position in quadrant and the revision priority. Frequency descriptive is used to know the percentage of supported factors in Indosat Community and the advantages needed by the members.

Based on analysis results, it can be concluded that the factors as can persuade the Indosat customer to join the Indosat Community are the advantages itself (36.7%), the existence of SMS broadcast about the registration of Indosat Community (26.7%), influence from other friends (23.8%), and the information via web Indosat Community (8.6%).

From the calculation of CSI, it is noticed that the satisfied customers towards existing Indosat Community are about 76.118% and from mapping method, all parameters as the primary priority on increase the performance are achieved. Two variables that become the highest priority to be enhanced are variable of information and variable of benefit laced on quadrant 1 of *Performance Importance Matrix* method. The effort in raising these variables is carried out so as to fulfill the requirements and desires that directly will increase the customer satisfaction towards Indosat Community. Beside that, it is result on revision proposal of Customer Retention Program in Indosat Community generally, either the influence factor on persuading the customer to join Indosat Community or the registration, information and advantages program variables.

**Keywords : Customer churn, Indosat Community, Customer Satisfaction Index**