

ABSTRACT

The growth of GSM (Global System for Mobile Communication) is very fast. From data at Wireless Intelligent, the mounts of user in Indonesia at 2008 second kuartal reach 116,144,292 users. With that number, Indonesia gets the sixth rank as one of the biggest country with high number of cellular users (detiknet, 17/09/2008). This fact can show how attractively the business of cellular in Indonesia where the market potency is still open.

For the rate of penetration phone cellular only between 22-24%, maybe it is because one user have more than one card. Plus average churn in Telkomsel is high, so it needed to manage costumer with a Customer Loyalty Program. One of Customer Loyalty Program that Telkomsel do is with creates a community. Telkomsel community is a program for customer where the customer can register as member and to get known more about activities that held by Telkomsel also get other benefit from it.

Because of it, it needs a research to knowing the factors for members to join in Telkomsel Community, measure the satisfaction member about Telkomsel Community program, and compare with other communities that held by other competitor. Data that has been gathering will be process with *Customer Satisfaction Index (CSI)* method and frequency descriptive.

From the result of research, show that factor for joining using sms from Telkomsel (38%), and from invitation by friend (34%). And the highest variable satisfaction is variable Promotion (69.94%), and for the lowest is variable Benefit (68.87%). So the priority that most needed to be fix based from satisfaction and priority user is variable benefit. Beside of that, suggest to fix also for supporting factor and others variable such as *Registration, Information, and Promotion*.

Key Words: *Churn, Loyalty Program, Telkomsel Community, Customer Satisfaction Index*