

ABSTRACT

This research analyzes about customer switching resistance to the Flexi's customer which related with some influencing variables. Those variables are price, subjective norm, service quality, switching barrier, and corporate image. These variables are based on preliminary surveys of Flexi's customers, to determine the factors that influenced the, to stay afloat using Flexi service so far. After processing data, it is known that these five variables that have a strong influence on customer's desire to continue using Flexi service, which is subjective norm, switching barriers, and corporate image.

Flexi has two types of service, named Prepaid (Flexi Trendy) and Postpaid (Flexi Classy). Based on the data processing result, Postpaid Flexi has more loyal customers in terms of spending for toll per mint and the length of Flexi usage until this time. Therefore, the resistance switching customer programs proposed to focus on prepaid customers.

Resistance switching customer program proposed in this study are as follows: 1) Establish a strong interpersonal relationship with customers; 2) Provide service differentiation; 3) provision of corporate social responsibility; and 4) provision of value added service. Both programs will form a major barrier switching, so it can strengthen the customer's desire to continue using Flexi service. Then the other program is competitive pricing, adjusted for service quality; defend Telkom corporate image that has been good; and strengthen the influence of environment on the intended use of the service (subjective norm).

Keywords: customer switching resistance, retention, switching barrier