

## **ABSTRACT**

*With increasing the existing mobile operators, competition and the competition became very fierce. Of course, mobile subscribers increased more rapidly. Carrier competition in cellular market share fight increasingly stringent, it is seen from the cheapening of the prime card sales price of a mobile operator and is supported by the low cost of communication. Price war between operators is one proof of the tight competition. Cellular operators should compete to attract new customers and retain their customers in order not to move (churn) to another operator. But in fact, a strategy that offers operators and pulse rate cards are more affordable prime cause churn rates go up. The same thing happened in PT. Indosat Regional West Java, causing churn rate competition in the GSM prepaid customers to be very high reaching 21.9% per month and if left will again by the higher churn rate because it needs to be controlled in particular by increasing customer loyalty.*

*The purpose of this study was to determine the influence of demographic factors in this case the age, gender, and income on the relationship between the foundation of Relationship Marketing (Trust, Commitment, Communication, and Conflict Handling) with customer loyalty PT. Indosat Regional West Java and formulate the appropriate recommendations retention programs to maintain customer loyalty at PT. Indosat West Java Regional.*

*To answer that purpose, data for the research were collected through a questionnaire survey to some subscribers prepaid GSM PT. West Java Regional Indosat and processed by multiple linear regression analysis with independent variables are Trust, Commitment, Communication, and Conflict Handling, while the dependent variable is Customer Loyalty. After that the regression model was interacted by moderate variable (age, gender, income) in order to see its influence.*

*The results of the analysis found that the four variables in the foundations of Relationship Marketing positively related to customer loyalty and the three demographic factors (age, gender, and income) affect the relationship. Type of the relationship was different in each class demographic factors. And the most established is commitment-customer loyalty relationship.*

*Based on the results of the analysis was established several programs to improve retention of the four variables in the foundations of Relationship Marketing by viewing the indicator with the worst performance in each variable that is expected to increase customer loyalty. The proposed retention programs include network repair, improve capacity of the system, notify free roaming activation procedures, providing personal service selection, promotion and advertising quickly into the corner, telling the truth conditions to customers, improve the ways and content of information will be delivered, providing training to the customer care / service and regular monitoring and more participating in Indosat customers community.*

*Keywords: Customer loyalty, retention program, relationship marketing.*