ABSTRACT

Objective of this research is to decrease level of Speedy's customer churn in PT.Telkom East Bandung with increasing level of customer loyalty that can retain number of customer. The proposed variables that have associated with customer loyalty are perceive qulity, corporate image, alternative attractiveness and switching cost.

Data was obtain via questionnaire from 206 Speedy's customer in East Bandung that have minimum six mounth subscribe. Based on the calculation of the value of significance and correlation of several hypotheses, it is known that all the proposed hypotheses have proven. Perceived quality, corporate image, alternative attractiveness and switching cost have a relationship with customer loyalty. Corporate image has the highest value correlation is 0,578 and value of significance is 0,000.

Due to formulate the recommendations of customer retention program, it has conducted an analysis to determine improvement priorities based on the position of certain variables in the diagram of importance level and actual performance. The sequence of variables that have the highest improvement priority to the lowest are perceived quality, corporate image, switching cost and alternative attractiveness. Recommendations are formulated based on the suggestion of Speedy's customer in East Bandung and benchmark from competitor such as Biznet, Centrin and Melsa. The superior program of this research are periodic evaluation and planning of network equipment, periodic customer feedback evaluation and electronic magazine.

Keyword   : broadband, customer loyalty, customer retention program