

ABSTRACT

The objective of this research is to reduce the churn level of Flexi's customers in PT.Telkom Bandung by increasing the level of customers loyalty, so that the number of Flexi's customers can be maintained. The proposed variables which associated with the customer loyalty are corporate image, customer satisfaction, switching cost and alternative attractiveness.

The data were obtained by distributing questionnaires of 217 Flexi's customers in Bandung that have been subscribing the service at least for 6 months. Based on the calculation of significance and correlation value, it appears that three proposed hypotheses are proven and one proposed hypothesis is not proven. Corporate image, customer satisfaction and switching cost are associated with customer loyalty, whereas alternative attractiveness is not associated with customer loyalty. Corporate image has the highest correlation value with the correlation value is 0,492 and the significance value is 0,000.

In the determination of customer retention program, there has been an analysis of determining the improvement priority based on the position of certain variables in the diagram of importance and actual performance level. Here are the order of the variables regarding those with the highest to the lowest improvement priority; switching cost, customer satisfaction and corporate image. This Recommendation program is determined by the suggestion of Flexi's customers in Bandung. Finally, the recommended featured programs are the building of strong interpersonal relationship and the periodic network evaluation and planning.

Keyword : Flexi, customer loyalty, customer retention program