

## ***Abstract***

*Pay TV's market in Indonesia is growing very fast. TelkomVision as one of the pay TV operator in Indonesia come to enliven competition pay TV services. The increasing number of competitors gives a greater opportunity to the customers to choose the operator in accordance with the wishes of the customer. TelkomVision Padang is one of the marketing area that has difficulties in implementing customer retention, it is characterized by customers who terminate service. TelkomVision's customers who terminate ranged from 1.6% to 2%, which can reduce the number of customers each month. The first thing to do is conducting a research to determine the factors that cause customers to use another operator, then based on these factors, they are formulated to maintain customer retention programs for TelkomVision Padang.*

*Data collection was gotten by surveying in the place where customers are, distributing questionnaires and meeting with the persons in TelkomVision Padang directly. Sampling technique was purposive sampling. Questions in the questionnaire consists of customer profiles and the variables that affect customer switching intention is variable price, customer satisfaction, alternative attractiveness, switching costs and service quality.*

*The results showed that there are two variables that significantly influence the customer switching intention, they are alternative attractiveness and customer satisfaction. Based on variables that influence customers, then drafted a retention program that aims to reduce the customer's desire to switch. Retention program that is proposed to increase customer satisfaction is to improve the quality of service by approaching satisfaction elements and complain behaviours. Besides that, switching barriers was built for the attractiveness of alternative variable, by strengthening the management defection that is meant to make customers doest not make the shift.*

*Keywords : churn, customer retention, customer switching intention, TelkomVision*