

ABSTRACT

This research discusses the factors that influence the switchback Telkomsel subscribers (customer switchback) based on three variables; price, subjective norm, and service quality. The variables tested its relationship with customers switchback by chi square method. After testing the hypothesis with chi square method can be seen that price, subjective norm, and service quality have a relationship with the customer switchback.

Meanwhile, if we look at the significance level of relationship between variables with the customer switchback, obtained the order of significance as follows: service quality, subjective norm, and price. Service quality is known to be the most significant factor influencing the respondents to re-use Telkomsel service compared to the two other variables, it is shown from the significant value of 0.03 or at least close to zero compared to the other.

In preparing the recommendation of the program to regain customers who have moved from Telkomsel, prioritize the variables that have the greatest significance level in advance of service quality, followed by subjective norm, and the last is price, so that these variables can be dealt with carefully and appropriately. Program recommendations are formulated by combining the significance of the relationship, the existing program the company and competitors, and expectations of respondents. The proposed recommendations are improving the quality of service, increasing the benefits of subjective norm, and the price adjustment.

Keywords: switchback, winback, switching