

ABSTRACT

An opportunity in the telecommunication business in Indonesia is still wide open. This triggered fierce competition among cellular service providers in getting customers. Various kinds of promotion issued by each operator make mobile subscribers move from one product to another product (customer switching) freely resulting in high customer turnover (churn rate). Telkomsel as one of the operators who becomes the market leader in mobile phone sector was not out of the problem. Therefore it needs an effort to attract customers who have moved back (customer switchback) by knowing what factors are affecting the customer's switch back using Telkomsel service. The purpose of this study is to investigate the influence of customer satisfaction, trust in brand, and social capital to switchback. It also made the development of recommendations for Telkomsel to reach customers back.

The study was conducted using a questionnaire that distributed to students under the YPT Telkom (Telkom IT, IM Telkom, and Telkom Polytechnic). The selection of respondents using proportional stratified random sampling method. Then, performed an analysis of data obtained by using quantitative data analysis includes validity, reliability, crosstabulation, and chi-square test.

The results of this study based on chi-square test showed that the customer satisfaction, trust in the brand, and social capital have a significant impact on customer switchback. Therefore, to improve customer switchback can be done by improving customer satisfaction, trust in the brand, and social capital.

Key words: *customer switchback, customer satisfaction, trust in the brand, social capital, YPT Telkom students, Telkomsel.*