

ABSTRACT

This research is analyzing variable which effecting customer win-back as a background of win-back programs for Indosat customes. Variables including price, price differences, service benefit and lapse duration which will tested its relations on customer win-back. After we do some hypothesis test, it is showed that the whole variable have a relationship with customer win-back with strength relation as follows, price, service benefit, lapse duration and price differences.

Winback program arrangements first is understanding variable relations which impact the result, the more related the better program need to follow. Win back program arrangement also see respondents characteristics by ages, gender, and amount which change operator and will be cross tabulated with same respondents such as how long its actually last. Responden characteristic then cross tabulated with each variable (price, price differences, service benefit and lapse duration) and then cross tabulated with the win-back. This whole tabulated process is done to gain more analytical result based on reality about costumer win back. So that win back program which is design can be truly fitted according to the reality. Some programs which suggested including competitive price, indosat goes to campus, fast and unique promotion and some other program which hopefully can expand more win back customers.

Keywords: : customer win-back, price, price difference, service benefit, lapse duration