

ABSTRACT

In this modern era, almost every aspect of life requires money. Technology which is more sophisticated encourage transfer money quickly. Delima is a product of PT Telkom, being engaged in the domestic money transfer services and as a new player (new entrant) in this business. Seeing the phenomenon that an increase in money remittance business growth in Asia Pacific, resulting in competition in this business becomes relatively tight. In 2011 occurs fluctuation the number of Delima transaction. Delima needs to concern if there is a possible customer churn from one service provider to another service provider can also occur.

This study is aimed to examine the effect of price variable, satisfaction variable, alternative attractiveness variable, switching costs variable, and the trust variable to customer switching intention variables and formulate recommendations of customer retention programs to anticipate the level of churn.

The first step in this research is to study literature for designing questionnaires. Distribution of questionnaires to 66 customers Delima in Bandung using judgment sampling technique. From the results of data processing using multiple regression equation, obtained linear equation of the line with price variable, satisfaction variable, and trust variable that significantly affect customer intention to switch service.

Recommendations of customer retention program is formulated based on the results of data processing, analysis, benchmarking to competitors, as well as depth interview to the customer and the company. Recommendations of retention program which is proposed in this study are the integration of sms notification to the recipient, sponsorship of an event, partnership with bank, the addition of random applications on the web site, existence of call centers, granting bonus points, and after sales service.

Keywords: churn, customer retention, Delima Telkom