ABSTRACT

The spreading of news in the media that reports many complaints of customer giving the start indication of correlation between the customer complaints caused by bad service performance and the customer churn. That's happened with TELKOM SPEEDY. One factor that could be the reason of customer churn is the customer complaints caused by the problem of SPEEDY service or improper customer billing.

The thesis will focus on the historical customer data to see how far the influence of the variable such as network problem data, competitor data, and complaint data to the churn of SPEEDY's customers. Besides the direct varible like those, this research will also try to see the correlation of the indirect variable such as traffic data. The analysis of those historical data will deeply investigate to see how strong the correlation of the independent variable with the dependent variable of churn. The methodology analysis which is used in this research will also try to predict the churn of customer in the future. The final of this research will conclude whether there is relationship significantly between historical complaint data and churn cases of TELKOM SPEEDY service or not.

***Keywords** : churn, speedy, historical data*