ABSTRACT

The objective of this research is to decrease level of prepaid of Flexi's customer churn in Bandung with increasing level of customer loyalty, that can retain number of customer. The proposed variables that have associated with customer loyalty are customer satisfaction, switching cost, alternative attractiveness, corporate image, and trust.

Data was obtained via questionnaire through online survey's application (www.call-survey.web.id) from 225 prepaid of Flexi's customer in Bandung that have minimum one years subscribe. Based on the calculation of the value of significance and correlation of several hypotheses, it is known that all the proposed hypotheses have proven. Customer satisfaction, switching cost, alternative attractiveness, corporate image, and trust have a relationship with customer loyalty. Trust has the highest value correlation is 0,492 and value of significance is 0,000.

Due to formulate the recommendations of customer loyalty program, it has conducted an analysis to determine improvement priorities based on the highest correlation's value. The sequence of variables that have the highest correlation's value to the lowest are trust, customer satisfaction, switching cost and corporate image. Recommendations are formulated based on the suggestion of prepaid of Flexi's customer in Bandung and benchmark from competitors and other similar telecommunications companies. The recommendations are periodic evaluation and planning of network equipment, periodic customer Flexi feedback evaluation, proactive and quick response of customer's problem, transfer of the active period, customer lock-in, Flexi go green, educational seminar, event list and sponsorship publication. And the recommendations of the online survey's application are added of a simple statistical field, added of the respondents account verification feature, and integrating online applications with the website survey Flexi.

Keyword   : prepaid of Flexi, customer loyalty, online survey, customer loyalty program