“Analysis of Factors Affecting Establishment FlexiNet Customer Loyalty: A Case Study of Flexi Telkom Regional Division V Area of East Java, Bali, and Nusra”

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Abstract

PT. Telkom through fixed wireless access service, Telkom Flexi add a new service for unlimited Internet access service that is FlexiNet (Telkom, 2010). FlexiNet a data access service for customers Flexi Flexi prepaid (trendy) and Flexi postpaid subscribers (classy) through a network of Telkom Flexi by offering special subscription rates on a daily, weekly and monthly. With the emergence of many competitors PT. Telkom faces tough competition, especially in the field of unlimited internet access service providers because of the increasing number of CDMA service providers are popping up unlimited internet access, it should be important for a company to maintain the loyalty of customers. Therefore there is need for research that is applied by using SEM (Structural Equation Modeling) in view of the customer and the AHP (Analytic Hierarchy Process) of the company Telkom Flexi. With this then, can provide input to the CRM companies to mempertimbangkan factors that positively correlated to customer loyalty, so that the company's strategy in the form of customer loyalty is more focused and effective. The results show that switching cost
variables have a significant influence on customer loyalty. FlexiNet customers are more concerned with price. While the rankings indicate the influence of factors/variables on customer loyalty is FlexiNet, FlexiNet according to the SC 3 (internal relationship). FlexiNet implement good CRM in order to gain new customers, maintain existing customer loyalty, and increase revenue.

**Keyword**: Customer loyalty, SEM (structural equation modeling), Analytical Hierarchy Process (AHP)