ABSTRACT

Formulating IM3 Retention Program Based on Customers Analyzes

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Retention program has emerged as an important issue in cellular industry, allowing firm to develop customers loyalty. Therefore, the purpose of this study is to formulating IM3 retention program based on customers analyzes. A survey was conducted in 2005, in which 200 respondent were questioned on customer profile, loyalty and preference. The respondent selected based on convenience method through non probabilistic sampling. The amount of respondent that involved on each city in Jabotabek used proportional method. The statistical method used are (1) descriptive analysis, (2) cross tabulation analysis, (3) correspondence analysis and (4) conjoint analysis.

Based on customer loyalty segmented mapping on segmentation curve (usage vs lifetime), the valuable customers are committed buyer and satisfied buyer. Switcher are unremunerative customers. Based on conjoint analysis, benefit combination which has the highest utility are “Bonus Pulsa, Undian Berhadiah Rumah, Diskon Belanja, Point Reward Souvenir IM3”. The benefit sequence based on utility are “Undian Berhadiah”, “Point Reward”, “Diskon” and “Bonus”.

The recommendation of retention program are “Undian Berhadiah” based on “Point Reward”, which combine Mass Retention and Loyalty Program. It needs another retention program such as Churn Prevention Program, Usage Stimulation Program and also special benefit for IM3 Customer Community. Indosat doesn’t need to conduct benefit segmentation for each IM3 customers loyalty segment.