THE IMPACT OF CUSTOMER RETENTION STRATEGIES AND CUSTOMER SATISFACTION TOWARD CUSTOMER LOYALTY ON MOBILE PHONE USERS IN SOUTH JAKARTA (CASE STUDY OF PT INDOSAT)

By

Hannan Hibatullah Bahalwan
13110006

A thesis submitted to the Faculty of

BUSINESS ADMINISTRATION AND HUMANITIES

in partial fulfillment of the requirements
for the
BACHELOR'S DEGREE
in

INTERNATIONAL BUSINESS ADMINISTRATION

SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

Revision after the Thesis Defense on July 19, 2014

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Hannan Hibatullah Bahalwan

Student Date

Approved by:

SGU®
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Hasniati Halim, MM.

Thesis Advisor Date

Dr. rer. Nat. Linus Pasasa

Thesis Co-Advisor Date

Prof. Eric Jos Nasution, MBA, MA, PhD.

Dean Date

ABSTRACT

THE IMPACT OF CUSTOMER RETENTION STRATEGIES AND CUSTOMER SATISFACTION TOWARD CUSTOMER LOYALTY ON MOBILE PHONE USERS IN SOUTH JAKARTA (CASE STUDY OF PT. INDOSAT)

By

Hannan Hibatullah Bahalwan
Hasniati Halim, MM, Advisor
Dr. rer. Nat. Linus Pasasa

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The evolution of technology has trigger telecommunication companies in Indonesia to implement the CRM study on their business process, including PT Indosat Tbk. The CRM study, which stands for Customer Relationship Management may help companies to reach, attract, acquire and retain mobile phone users. In order to retain the existing customer, a company need to develop retention strategies. The purpose of this study is to analyze whether customer retention strategies can significantly influences the rate of customer satisfaction and customer loyalty, as well as the correlation between customer satisfaction and customer loyalty. This research is a descriptive study which use quantitative data approach that gathered from primary and secondary data. The questionnaire was distributed in the customer service and community of Indosat, targeted for Indosat subscribers. The result shows that there is a strong relationship from customer retention strategies toward customer satisfaction and customer loyalty. There is a relation between customer satisfaction and customer loyalty although it is very weak.

Keywords: Customer Relationship Management, Customer Retention Strategies, Customer Satisfaction, Customer Loyalty.

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DEDICATION

I dedicate this thesis to my beloved parents, brothers, girlfriend, family and friends who always support and motivate me to finish this study

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ACKNOWLEDGEMENTS

First of all, I would like to express my deepest gratitude to Allah SWT for giving me the strength and helping me on my difficult situation during this thesis.

I would also appreciate everyone who involved in the research process, especially my advisor Miss Hasni Halim for her guidance, advice and patience during the process of this thesis. My co-advisor, Mr. Linus Pasasa for his assistance on statistical analysis and recommendation. My English advisor, Mrs. Jane Sweed for her lesson to increase my English knowledge.

Not forget to mention the employee of PT. Indosat Tbk for giving me useful information related to the company and all the respondents who help me by giving their personal thoughts of Indosat.

Special thanks to my parents, Abi and Mama who always love me, encourage me to finish this research and never letting me down. To my brothers, Afiff Bahalwan and Rifqi Bahalwan for all the jokes that intent to cheer me up whenever I feel saturated.

Sincerely thanks to Amiradyta Mahartiza, which always giving me extra motivation to finish the thesis and always being there for me, as well as all my friends and classmate of International Business batch 2010 for the wonderful 4 years at the campus.

Last but not least, I would like to thank Swiss German University for giving me the opportunity to complete and finish this study. To all lecturers who share their knowledge and all the staffs for the information through the time I study in the campus.

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