

Analisis churn pelanggan pada operator telepon seluler di Jabodetabek = Customer churn analysis of telephone cellular operator in Jabodetabek

Devina Dhiya Setiani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20466811&lokasi=lokal>

Abstrak

ABSTRAK

Industri telekomunikasi di Indonesia saat ini sudah semakin berkembang. Jumlah pelanggan telekomunikasi di Indonesia saat ini sudah melebihi jumlah penduduk Indonesia, namun ternyata peredaran SIM card yang tinggi tersebut tidak berdampak baik bagi operator telekomunikasi. Peredaran SIM card yang tinggi mengakibatkan tingkat churn pelanggan yang tinggi di Indonesia. Penelitian ini bertujuan untuk mendapatkan variabel yang mempengaruhi churn pelanggan di Indonesia serta probabilitas churn pelanggan dari tiga operator telekomunikasi di Indonesia. Penelitian ini menggunakan metode regresi logistik dan rantai markov yang melibatkan 400 responden pengguna layanan telepon, pengguna layanan internet, dan pengguna utama kartu GSM prabayar dari masing-masing operator. Penelitian ini menghasilkan variabel harga layanan telepon dan kualitas layanan telepon serta SMS pada layanan telepon, harga layanan dan kualitas sinyal jaringan internet pada layanan internet, dan penyelesaian masalah pelanggan setelah menghubungi layanan pelanggan dari operator pada layanan telepon dan internet sebagai variabel paling berpengaruh terhadap churn pelanggan pada ketiga operator telekomunikasi. Probabilitas churn pelanggan tertinggi pada layanan internet dimiliki oleh operator telekomunikasi terbesar di Indonesia.

<hr>

ABSTRACT

Telecommunication industry in Indonesia nowadays is evolving more than before. The number of telecommunication subscribers in Indonesia has now exceeded the total population of Indonesia, but it turns out that the high number of SIM card distribution that exceeds the population of Indonesia is not a good thing for telecom operators. The high number of SIM cards distributed results higher customer churn rates in Indonesia. This study aims to obtain variables that affect customer churn in Indonesia and the probability of customer churn from three telecommunication operators in Indonesia. This study used logistic regression and markov chain method involving 400 respondents of telephone service users, internet service users, and main users of GSM prepaid cards from each operator. This study obtains the price of telephone service and quality of telephone service as well as SMS on telephone services, the price of internet service and quality of internet network signal on internet services, and customer problem that solved after calling customer service of the operator variable on telephone and internet services as the most influential variable on customer churn of the three telecom operators. The highest probability of customer churn for internet service is owned by the largest telecommunication operator in Indonesia.