

Analisis customer value sebagai dasar penerapan customer relationship management (CRM) di industri telekomunikasi seluler

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Abstrak

Indonesia telecommunication industry has grown rapidly. This growth has increased the competition level in telecommunication industry. Indonesia has 3 type of telecommunication services which are fixed line, wireless cellular and lixcd wireless. This cellular telecommunication market has become the largest telecommunication industry. In today competition level, if the telecommunication operator want to have high profit, they should have precise marketing strategy. Customer Relationship Management (CRM) concept gives a method to improve customer loyalty by giving special service to those who are worth. Customer loyalty will give the company higher profit than customer acquisition. To make this CRM strategy effective, companies should evaluate their customer value before they implement CRM. The purpose of this research is to find the customer profile who gives more contribution and higher loyalty to the company and segmenting the market using customer value so the company could target the segment with CRM programs.

This research is conducted to cellular telecommunication customer in Jakarta, Bogor, Tangerang, and Bekasi. This research use one way ANOVA to evaluate the correlation of customer profile and the profit that customer gives to the company. In evaluate the customer value, I use lifetime value model which was developed by Hyunseok Hwang, Tacsoo Jung, and Euiho Suh, from Science and Technology University, South Korea, by ignoring the probability of future customer contribution change.

This research shows that only customer age and customer workplace which give significant effect to customer contribution level or customer loyalty level. This research is also shows that cellular telecommunication customers in Jakarta, Tangerang, Bogor and Bekasi give low contribution to the cellular operator company, even though they have high loyalty level.