

Evaluasi dan perbaikan churn model dengan mempertimbangkan aspek customer value dan social network : studi kasus PT XL Axiata Tbk = Evaluation and improvement of churn model using customer value and social network : case study PT XL Axiata Tbk

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Abstrak

[Industri telekomunikasi Indonesia saat ini sedang berada pada tahap pertumbuhan yang sangat pesat seiring dengan berkembangnya teknologi informasi yang terkait dengan telekomunikasi. Di tengah persaingan industri ini yang sangat ketat, strategi untuk mempertahankan pelanggan untuk tetap loyal menggunakan layanan lebih baik daripada strategi untuk mengakuisisi pelanggan baru (Yeshwanth, Raj, & Saravanan, 2011). Oleh sebab itu, PT XL Axiata Tbk (XL) menjalankan kegiatan churn retention dalam upaya menjaga pelanggan mereka untuk tetap setia. Namun demikian, tingkat churn pelanggan di lima bulan terakhir pada tahun 2012 tidak mencapai KPI yang telah ditetapkan. Salah satu penyebabnya adalah rendahnya akurasi dari model yang digunakan untuk memprediksi pelanggan yang akan churn. Penambahan variabel-variabel baru yang lebih relevan dapat meningkatkan akurasi dari model. Penelitian terdahulu seperti yang dilakukan oleh S. Rossett & E. Neumann (2012) dengan memperhitungkan customer value, dan penelitian yang dilakukan oleh W. Gruszczynski & P. Arabas (2011) yang memasukan variabel social network ke dalam model, terbukti dapat meningkatkan akurasi dari churn model. Hasil kegiatan modeling dalam penelitian ini menghasilkan churn model baru untuk pelanggan low value dengan menambahkan variabel social network, dan churn model baru untuk pelanggan high value tanpa menambahkan variabel social network.

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