

**INFLUENCE OF RATE POLICY, ADVERTISING, AND SERVICE PROCESS
TOWARD THE LOYALTY POSTPAID CUSTOMER TELKOM FLEXI
(A Study In Plasa Telkom Regional Office Bandung Telecommunications)**

*Waseso Segoro¹
Nandan Limakrisna²*

¹*PT. Indosat, Group Head Regional West Java*

²*Persada Indonesia Y.A.I University*

² nlimakrisna@yai.ac.id

ABSTRACT

Until 2006 Telkom customer growth has steadily increased. However, customer of Flexi Classy—a post-pay Telkom product, has decreased as to compare with other product of the firm such as XL, Satelindo, and Telkomsel. The objective of the study is to analyze the effect of tariff policy, advertisement, and service process on Flexi Classy customer loyalty. Data were gathered from 80 respondents, who were randomly selected, using a tested questionnaire (i.e., validity and reliability). Multiple linear regression analysis was performed to analyze the data. It was found that tariff policy, advertisement, and service process were well appreciated by respondents. In addition, it was also found that these variables significantly affect customer loyalty.

Key words: tariff policy; advertisement; service process; customer loyalty.