**ABSTRACT**

*This research entitled “The Customer Retention Function in Increasing PT Pos Indonesia (persero) Loyalty Customer ”.*

*This research aims to determined how customer retention funcions in terms of understanding, enjoyment, value, corporation, promotion, relationship, trusting, commitment, power source, satisfaction, emotional relations, in order to increasing the loyalty customer of PT Pos Indonesia (persero) Bandung.*

*This research was based on the source credibility theory, that shown people’s looked more easily for persuasion, in this case especially how the corporate look credible in every point of view customer. And it cause, the source got people’s sympathy , so they trust and they accepted the meaning of message with good by someone who has credibility in their field.*

*The method used in this reseach is descriptive method, where this method is figure out about characteristics of the individual, situation or a particular group, and is a form of a descriptive analysis of the approach of the study because the researcher not looking for or explain their relationship, not testing the hypothesis or make some predictions. The sampling technique used is accidental sampling, a part of the non probability sampling. To complete all of data, researcher get from literature study, non participant observation, interviews with Head Of Public Relations PT Pos Indonesia (persero) Bandung, and distribute questionnair to PT Pos Indonesia (persero) customer’s.*

*According of research result, researcher conclude that customer retention functions by PT Pos Indonesia (persero) in Bandung, goals to protect, to take care, and to keep customer, prevent moving to another corporate by building relations more harmonious from doing good communication and interaction. Thats all did cause customer retetion have big impact for keeping existention and continuity of corporate be more longer.*

*Last, the suggestion to PT Pos Indonesia (persero) Bandung is, keep open minded and keep moving with this development era, by innovation as necessity, desire, and customer segmentation. So, PT Pos Indonesia (persero) can keep exist and standing out beetwen their competitor.*