

Customer Retention (Case Of Studies At Kedai Nakoyaki's Customers On Bintaro)

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Abstract

This research is a quantitative research that aims to determine the effect of service quality, customer relationship, and restaurant atmosphere on customer retention through customer satisfaction. The population in this study were Kedai Nakoyaki's customers. The sample was taken as many as 75 respondents, with a probability sampling method and focused on simple random sampling. The data collected through the distribution of questionnaires. The analysis technique is using PLS (Partial Least Square) analysis with SmartPLS3.0 software. The results of this study indicates that (1) service quality has no positive and is not significant influence on customer retention. (2) Service quality has a positive and significant influence on customer retention through customer satisfaction. (3) Customer relationship has a positive and significant influence on customer retention. (4) Customer relationship has no positive and is not significant influence on customer retention through customer satisfaction. (5) Restaurant atmosphere has no positive and is not significant influence on customer retention. (6) Restaurant atmosphere has a positive and significant influence on customer retention through customer satisfaction. Based on the three independent variables, the one that has most contribution is the customer relationship variable.

Keywords: Service Quality, Customer Relationship, Restaurant Atmosphere, Customer Satisfaction, Customer Retention

Retensi Pelanggan (Studi Pada Kedai Nakoyaki Di Bintaro)

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Abstrak

Penelitian ini pada penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh kualitas layanan, hubungan pelanggan dan suasana restoran pada retensi pelanggan melalui kepuasan pelanggan. Populasi dalam penelitian ini adalah pelanggan Kedai Nakoyaki. Sampel diambil sebanyak 75 responden, dengan metode probability sampling dan difokuskan pada simple random sampling. Data dikumpulkan melalui distribusi kuesioner. Teknik analisis menggunakan analisis PLS (*Partial Least Square*) dengan perangkat lunak SmartPLS3.0. Hasil penelitian ini menunjukkan bahwa (1) kualitas layanan tidak memiliki pengaruh positif dan tidak signifikan terhadap retensi pelanggan. (2) Kualitas layanan memiliki pengaruh positif dan signifikan terhadap retensi pelanggan melalui kepuasan pelanggan. (3) Hubungan pemasaran memiliki pengaruh positif dan signifikan terhadap retensi pelanggan. (4) Hubungan pemasaran tidak memiliki pengaruh positif dan tidak signifikan terhadap retensi pelanggan melalui kepuasan pelanggan. (5) Suasana restoran tidak berpengaruh signifikan dan tidak positif terhadap retensi pelanggan. (6) Suasana restoran memiliki pengaruh positif dan signifikan terhadap retensi pelanggan melalui kepuasan pelanggan. Berdasarkan tiga variabel independen, yang paling berkontribusi adalah variabel hubungan pemasaran.

Kata Kunci: Kualitas Layanan, Hubungan Pemasaran, Suasana Restoran, Kepuasan Pelanggan, Retensi Pelanggan