

Abstract

This study aims to: 1) To determine the effect of Quality Services on Customer Retention in PT. SSE Van Der Horst Indonesia, 2) To determine the effect of Trust in brand on Customer Retention in PT. SSE Van Der Horst Indonesia , and 3) To determine the effect of Switching Cost on Customer Retention in PT. SSE Van Der Horst Indonesia.

The research method used was causal, with the unit of analysis customers PT.SSE Van Der Horst Indonesia Indonesia. The sampling method used convenience sampling. The quality of Services, Trust in brand, Switching Cost and Customer Retention was measured using a questionnaire instrument with a Likert scale. Data analysis was performed by descriptive analysis and multiple linear regression.

Based on the result,it can be concluded that the quality of Services, Trust in Brand, Switching cost have positive influence on on Customer Retention in PT. SSE Van Der Horst Indonesia both simultaneous test and partial test .

Keywords: Quality of Services, Trust In Brand, Switching Cost and Customer Retention

Abstrak

Penelitian ini bertujuan untuk: 1) Untuk mengetahui pengaruh kualitas jasa terhadap Retensi pelanggan PT.SSE-Van Der Horst Indonesia, 2) Untuk mengetahui pengaruh Kepercayaan Merek terhadap Retensi pelanggan PT.SSE-Van Der Horst Indonesia, dan 3) Untuk mengetahui pengaruh Switching Cost terhadap Retensi pelanggan PT.SSE-Van Der Horst Indonesia.

Metode penelitian yang digunakan adalah kausal, dengan unit analisis pelanggan PT.SSE-Van Der Horst Indonesia . Metode sampling yang digunakan convenience sampling. Kualitas Jasa, Kepercayaan Merek, Switching Cost dan Retensi Pelanggan dengan menggunakan instrumen kuesioner dengan skala likert. Analisis data dilakukan dengan analisis deskriptif dan regresi linear berganda.

Berdasarkan pada hasil pengujian data diperoleh kesimpulan bahwa Kualitas Jasa, Kepercayaan Merek dan Switching Cost berpengaruh positif terhadap Retensi pelanggan secara uji bersama(uji f) maupun uji parsial(uji t).

Kata Kunci : Kualitas Jasa, Kepercayaan Merek, Switching Cost dan Retensi Pelanggan.