

## **ABSTRAK**

Penelitian mengenai faktor yang memengaruhi *customer retention* pada kartu perdana Telkomsel. Tujuan dari penelitian ini adalah menganalisis pengaruh *customer satisfaction*, *switching cost* dan *trust in brand* terhadap customer retention secara parsial dan simultan. Teori yang digunakan pada penelitian ini adalah *customer satisfaction*, *switching cost*, *trust in brand* dan *customer retention*. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh seluruh Mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember. Sampel yang digunakan sebanyak 100 responden, menggunakan teknik *non probability sampling* dengan pendekatan *purposive sampling*. Alat analisis menggunakan regresi linier berganda dengan *software IBM SPSS 21*. Analisis regresi menunjukkan bahwa *customer satisfaction*, *switching cost* dan *trust in brand* memiliki nilai koefisien positif, yang berarti semua variabel independen berpengaruh positif terhadap *customer retention*. Hasil uji hipotesis menunjukkan bahwa nilai signifikansi *customer satisfaction*, *switching cost* dan *trust in brand* lebih kecil dari 0,05, sehingga secara parsial berpengaruh signifikan terhadap *customer retention*. Uji koefisien determinasi menunjukkan bahwa 58% *customer retention* dipengaruhi oleh *customer satisfaction*, *switching cost* dan *trust in brand*. Sedangkan sisanya 42% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti kualitas pelayanan, kualitas produk dan lain-lain.

Kata kunci: *customer satisfaction*, *switching cost*, *trust in brand* dan *customer retention*

## **ABSTRACT**

*Research about factors that influence customer retention at SIM Card Telkomsel. The purpose of this research is to analyze the influence of customer satisfaction, switching cost and trust in brand to the customer retention partial and simultaneous. The theory used in this research is the theory of customer satisfaction, switching cost, trust in brand and customer retention. This type of research is descriptive quantitative and research design is explanatory. The population in this study are all students of Economic Faculty, Muhammadiyahember University. The samples used were 100 respondents, using the technique of non-probability sampling with purposive sampling approach. The analysis tool using multiple linear regression with IBM SPSS 21 software. Regression analysis showed brand image, service quality and taste of the product have a positive influence to the customer retention. Hypothesis test results showed significant value of customer satisfaction, switching cost and trust in brand is smaller than 0.05, so that partially have a significant influence to the customer retention. Coefficient determination test shows that 58% of customer retention influenced by customer satisfaction, switching cost and trust in brand. While the remaining 42% is influenced by other variables outside the model or equation, like price, product quality, service quality and others.*

*Key words:* *customer satisfaction, switching cost, trust in brand and customer retention*