

ABSTRAK

Penelitian ini menguji pengaruh Strategi Retensi Pelanggan dan Strategi Diferensiasi terhadap Customer Lifetime Value (CLV) dan Loyalitas Pelanggan pada UKM Food Ayam Gephok Pak Ghiék di Jember. Latar belakang studi ini adalah persaingan industri kuliner yang sangat ketat di Jember, menuntut UMKM untuk fokus pada mempertahankan pelanggan selain menarik yang baru. Berlandaskan Resource-Advantage Theory (R-A Theory), penelitian ini melihat retensi dan diferensiasi sebagai kapabilitas strategis untuk menciptakan keunggulan kompetitif. Tujuh rumusan masalah yang diteliti mencakup pengaruh langsung Strategi Retensi dan Diferensiasi terhadap CLV dan Loyalitas Pelanggan, serta pengaruh simultan dan mediasi CLV. Studi kasus ini berfokus pada Ayam Gephok Pak Ghiék, sebuah UMKM kuliner dengan rating tinggi yang telah lama beroperasi, sebagai representasi UMKM yang berhasil bertahan di tengah persaingan. Penelitian kuantitatif ini menggunakan sampel Responden berjenis kelamin laki-laki dan perempuan Responden berusia 20 sampai 40 tahun. Dari usia 20 sampai 45 berjumlah 100 responden di Kabupaten Jember yang dikumpulkan melalui kuesioner online. Data dianalisis menggunakan metode Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) dengan perangkat lunak SmartPLS 4. Hasil penelitian ini diharapkan memberikan kontribusi teoritis dan praktis, terutama bagi UMKM kuliner di Jember, dalam merumuskan strategi pemasaran yang efektif untuk meningkatkan nilai pelanggan seumur hidup dan membangun loyalitas yang kuat.

Kata kunci : Strategi Retensi Pelanggan, Strategi Diferensiasi, *Customer Lifetime Value* (CLV), Loyalitas Pelanggan, UMKM Food, Ayam Gephok Pak Ghiék.

ABSTRACT

This study investigates the influence of Customer Retention Strategies and Differentiation Strategies on Customer Lifetime Value (CLV) and Customer Loyalty at Ayam Gephok Pak Ghiek, a Food MSME (Micro, Small, and Medium Enterprise) in Jember. The research is motivated by the intense competition within Jember's culinary industry, which necessitates that MSMEs prioritize customer retention alongside new customer acquisition. Grounded in the Resource-Advantage Theory (R-A Theory), this study conceptualizes retention and differentiation as strategic capabilities vital for achieving competitive advantage. The research addresses seven distinct problem formulations, encompassing the direct impacts of Customer Retention and Differentiation Strategies on CLV and Customer Loyalty, as well as their simultaneous effects and the mediating role of CLV. This quantitative case study focuses specifically on Ayam Gephok Pak Ghiek, a highly-rated, long-established culinary MSME, representing a business that has successfully endured market competition. The study employed a quantitative research approach, collecting data from 100 respondents in Jember, both male and female, aged between 20 and 45 years, through online questionnaires. Data analysis was conducted using the Structural Equation Modeling (SEM) method, specifically Partial Least Squares (PLS), with SmartPLS 4 software. The findings are expected to offer significant theoretical and practical contributions, particularly for culinary MSMEs in Jember, by informing the development of effective marketing strategies aimed at enhancing customer lifetime value and fostering strong customer loyalty.

Keywords: *Customer Retention Strategy, Differentiation Strategy, Customer Lifetime Value (CLV), Customer Loyalty, UMKM Food, Ayam Gephok Pak Ghiek*