

**PENGARUH *CUSTOMER PERCEIVED VALUE* TERHADAP
*CUSTOMER RETENTION***
(Survei pada Konsumen Paket PT Pos Indonesia)

SKRIPSI

**Diajukan Untuk Memenuhi Syarat Memperoleh
Gelar Sarjana Pada Program Studi Pendidikan
Bisnis**



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RETENTION
(Survei pada konsumen paket PT Pos Indonesia)

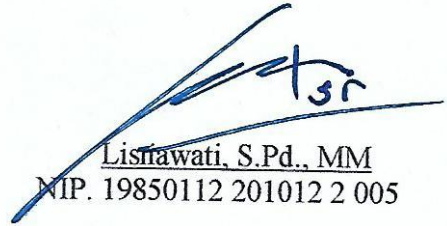
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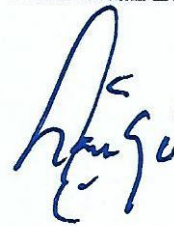
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ABSTRAK

Nindya Aulia Putri (1401069) “**Pengaruh *customer perceived value* terhadap *customer retention* survei pada konsumen paket PT Pos Indonesia**” Dibawah bimbingan Drs. Girang Razati, M.Si dan Lisnawati, S.Pd., MM.

Persaingan bisnis jasa pengiriman paket membuat berbagai perusahaan mempertahankan pelanggan dalam lingkungan bisnis yang kompetitif, menjaga pelanggan yang puas dan bahagia membuat biaya penjualan ke pelanggan yang sudah ada menjadi lebih rendah dari biaya menjual ke pelanggan baru. Mengelola pelanggan merupakan hal yang dapat meningkatkan keuntungan bagi perusahaan khususnya di bidang jasa. Salah satu cara yang mulai digunakan perusahaan mengelola *customer retention* Penelitian ini bertujuan untuk mengetahui apakah *customer perceived value* dapat meningkatkan *customer retention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dengan ukuran sampel sebanyak sebanyak 150 responden.. Teknik analisis yang digunakan adalah regresi linear sederhana dengan alat bantu software SPSS 24.0 for Windows. Hasil temuan penelitian diketahui bahwa *customer perceived value* berpengaruh secara parsial (sebagian) atau keseluruhan terhadap *customer retention* dengan pengaruh berkategori tinggi.

Kata Kunci: *Customer Perceived Value* ; *Customer Retention*; Jasa pengiriman paket.

ABSTRACT

Nindya Aulia Putri (1401069) “**The effect of customer perceived value on customer retention surveys on consumers of PT Pos Indonesia packages**” *The study is conducted under the guidance of Drs. Girang Razati, M.Si and Lisnawati,S.Pd.,MM.*

Competition in the package delivery service business keeps the company retaining customers in a competitive business environment, supporting satisfied and happy customers making the cost of selling to existing customers cheaper than the cost of selling to new customers. Managing customers is something that can increase the profits of companies specialized in services. One way to manage customer retention. The type of research used is descriptive and verification with an explanatory survey method with a sample size of 150 respondents. The analysis technique used is simple linear regression with SPSS 24.0 software for Windows. The results obtained from the research perceived by customers are considered to be mostly (partially) or overall towards customer retention with high category influence.

Keywords: *Customer perceived value; Customer retention; package delivery services.*

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