

Pengaruh customer club terhadap retention studi kasus Propan Member Card

Ferryal Abadi, author

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Abstrak

Sasaran utama perusahaan bukan lagi hanya sekedar mencari pelanggan baru Namun yang lebih penting tentunya adalah memelihara dan mempertahankan pelanggan lama yang telah eksis. Strategi ini tampaknya mulai digunakan para pemasar modern. Tujuannya yaitu menjaga loyalitas dan retensi pelanggan. Salah satu Cara yang digunakan adalah dengan membuat customer club.

Banyak faktor yang menyebabkan konsumen mau datang kembali untuk menggunakan produk tersebut. Di antara faktor tersebut terdapat di dalam program customer club yaitu faktor direct retention effect, indirect retention effect, customer club satisfaction dan customer relationship satisfaction, Oleh karena itu masalah dalam penelitian ini adalah bagaimana pengaruh variabel customer club terhadap retensi pelanggan dan variabel customer club mana yang paling dominan mempengaruhi retensi pelanggan studi kasus Propan Member Card.

Penelitian dilakukan dengan metode pendekatan kuantitatif dan dilaksanakan dengan metode survei. Sampel yang digunakan adalah para pemegang kartu Propan Member Card di Propan Service Center Propan Kelapa Lading. Teknik pengambilan sampel menggunakan non probability sampling dalam bentuk convenience sampling, agar mendapatkan data secara cepat dan akurat dari responden. Pengumpulan data menggunakan kuesioner disusun berdasarkan skala Likert Uji statistik menggunakan Structural Equation Modeling (SEM) dengan software LISREL 8,5.

Hasil analisis deskriptif diperoleh bahwa jenis kelamin laki-laki merupakan yang mayoritas mewakili perusahaan untuk menjadi anggota dan yang sering berkunjung ke Propan Service Centre. Bidang usaha mayoritas yang menjadi anggota Propan Member Card adalah kontakor cat. 13 - 24 bulan merupakan rata-rata kurun waktu lamanya menjadi anggota Propan Member Card. Rata-rata jumlah pembelian anggota Propan Member Card adalah Rp. 50.000 - Rp. 1000.000. Dan rata-rata jumlah kunjungan ke Propan Service Centre dalam rangka membeli, konsultasi atau keperluan lainnya adalah 2-5 kali dalam kurun waktu 6 bulan.

Hasil uji statistik dengan menggunakan Structural Equation Modeling menjelaskan kecocokan model ini adalah 0,79. Bahwa nilai yang mendekati 0,90 sudah dapat dikatakan good fit. Dengan demikian, dapat dikatakan bahwa secara keseluruhan model telah good fit. Nilai R-square yang besarnya 0,77 menunjukkan bahwa 77 person variabilitas variabel customer retention dapat diterangkan oleh variabel direct retention effect, indirect retention effect, customer club satisfaction, dan customer relationships satisfaction secara bersama-sama Sisanya di terangkan oleh variabel lainnya yang belum masuk dalam analisis. Dan keempat independent variabel, ternyata hanya faktor direct relation efect dan indirect retention effect saja yang dapat mempengaruhi customer retention. Yang paling mempunyai kontribusi terbesar dalam customer club dalam

mempengaruhi customer retention adalah direct retention effect dengan koefien regresi sebesar 0,96.

Berdasarkan basil analisis data di atas, maka perusahaan harus melakukan pelayanan dan manfaat yang lebih baik agar konsumen benar-benar mendapatkan value dari keikutsertaan di Propan Member Card.

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Nowadays, the main goal of a company is not only focusing on getting new customers but also points maintaining and retaining their existing old customers. This strategy seems has been started widely by modern companies to keep loyalty and customer retention by establishing a customer club.

There are many factors that can cause a customer would like to come up to reusing same product. One of those factors is customer club that may contain direct retention effect, indirect retention effect, customer club satisfaction and customer relationship satisfaction. Therefore, in this thesis the researcher would like to try to investigate about "Influence of Customer Club Variable to the Customer Retention, which are of these customer club variable has high dominant influential to the customer retention, a case study at the Propan Member Card.

The research would be done by a quantitative approach method and proceeding with a survey method. Samples are Propan Member Card holder at The Propan Service Centre Kelapa Lading. Sampling technique is non probability sampling at the convenience sampling form which is intended for getting data much faster and accurate from the respondent. Data collection using questionnaire that establish based on Likert Scale and statistic test would be complete by Structural Equation Modeling (SEM) within LISREL 8.5 software.

Descriptive analytic result is descript that man are majority to be a member representative from a company for visiting the Propan Service Centre. Majority member of Propan Member Card are paint contractors. Average time to be a member of Propan Member Card is 13 to 24 months with amount purchase between Rp 500,001 to Rp 1,000,000 average. Meanwhile, visit amount to Propan Service Centre for buying, consulting or other purposes are 2 to 5 within 6 months.

Statistic resulting by Structural Equation Modeling descript fit of the model is 0,79. The value that near to 0.90 can be categorized as good fit. Therefore, it can be disclose that as a whole this model is good fit. The R. Square is 0.77 showing that 77% of variability of customer retention variable can be explained as direct retention effect variable, indirect retention effect, customer club satisfaction, and customer relationships satisfaction simultaneous. The remaining can be explained as other variable that is not included yet to the analysis. It may conclude from four independent variables, only direct retention effect factor and indirect retention effect may influence the customer retention. The direct retention effect has a huge contribution in influence the customer retention with regression coefficient is 0.96.

Based on this data analysis result, the company had to serve and giving more benefit to their customer in order to have their membership in Propan Member Card valuable.