DOMINANT FACTORS ANALYSIS OF CUSTOMER PERCEIVED VALUE WHICH EFFECT ON CUSTOMER RETENTION

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ABSTRACT

This research was conducted to identify the dominant factor analysis of customer perceived value which impact on customer retention at Grand Royal Panghegar. The type of research used is descriptive verification with explanatory survey method and cross sectional approach with systematic sampling technique, number of samples is minimal or equal to 98 regular individual guests. Data analysis technique and hypothesis test used is Partial Least Square (PLS). The results showed that customer perceived value consisting of quality, emotional response, monetary price, behavioral price, and reputation provide a significant effect on customer retention. The factor that gives least effect to customer retention is monetary price. This aspect needs to be improved by providing a special rate with quality products and services that satisfy regular individual guests while staying at Grand Royal Panghegar.

Keywords: customer perceived value, and customer retention