

ABSTRAK

Loranita Br Bangun, NIM: 7203210035, “Pengaruh *Customer Satisfaction* dan *Brand Trust* terhadap *Customer Retention* Produk Kartu Prabayar Telkomsel (Studi Kasus pada Grapari Graha Merah Putih Medan)”. Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Customer Satisfaction* dan *Brand Trust* terhadap *Customer Retention* Produk Kartu Prabayar Telkomsel (Studi Kasus pada Grapari Graha Merah Putih). Penelitian ini menggunakan metode *purposive sampling* dengan jumlah 200 orang responden pengguna kartu prabayar Telkomsel. Teknik pengumpulan data yang digunakan adalah menyebarkan kuisioner yang pengukurannya menggunakan skala Ordinal dan diolah secara statistik dengan menggunakan analisis regresi berganda dan diolah dengan program *SPSS 30.0 for windows*. Analisis data menggunakan Uji F, dan Uji t untuk pengujian hipotesis dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) *Customer Satisfaction* secara parsial memberikan pengaruh sebesar 32,4% terhadap *Customer Retention*, (2) *Brand Trust* secara parsial memberikan pengaruh sebesar 38% terhadap *Customer Retention* dan *Customer Satisfaction*, *Brand Trust* secara simultan mempengaruhi *Customer Retention*. Koefisien Determinasi (R^2) sebesar 0,628 yang artinya *Customer Satisfaction* dan *Brand Trust* memberikan pengaruh sebesar 62,8% terhadap *Customer Retention* sisanya sebesar 38,2% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian.

Kata Kunci: Kepuasan Pelanggan, Kepercayaan Merek dan Retensi Pelanggan

ABSTRACT

Loranita Br Bangun, NIM: 7203210035, "The Influence of Customer Satisfaction and Brand Trust on Customer Retention of Telkomsel Prepaid Card Products (Case Study on Grapari Graha Merah Putih Medan)". Management Thesis, Faculty of Economics, State University of Medan 2024.

This research aims to determine the influence of Customer Satisfaction and Brand Trust on Customer Retention of Telkomsel prepaid card products among visitors to Grapari Graha Merah Putih Medan. This research used a purposive sampling method with 200 respondents using Telkomsel prepaid cards. The data collection technique used was distributing questionnaires whose measurements used an Ordinal scale and were processed statistically using multiple regression analysis and processed with the SPSS 30.0 for Windows program. Data analysis uses the F test and t test for hypothesis testing and multiple linear regression analysis. The research results show that: (1) Customer Satisfaction partially has an influence of 32.4% on Customer Retention, (2) Brand Trust partially has an influence of 38% on Customer Retention and Customer Satisfaction, Brand Trust simultaneously influences Customer Retention. The coefficient of determination (R^2) is 0.628, which means that Customer Satisfaction and Brand Trust have an influence of 62.8% on Customer Retention, the remaining 38.2% is influenced by other variables not included in the research.

Keywords: Customer Satisfaction, Brand Trust and Customer Retention