

The Effect of Price, Location, and Promotion on Customer Retention Behavior NR Beauty Salon & Make Up Pengging Boyolali

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ABSTRACT

This study aims to analyze the effect of Price, Location, and Promotion on Customer Retention. The population in this study were 40 consumers of NR Beauty Salon & Make Up Pengging Boyolali. Sampling in this study used a non probability sampling method, namely a sampling technique that does not provide equal opportunities or opportunities for its members. The sample in this study were 40 consumers. Data collection using a questionnaire. Data analysis was performed by using multiple linear regression analysis with the SPSS 25.00 application. The results showed that the significance value of the t test of the Price variable had a significant effect on Customer Retention with a significance value of 0.000, and price was the most dominant variable on customer retention with a value of 4.105, Location had a significant effect on Customer Retention with a significance value of 0.002, Promotion had a significant effect on Customer Retention with a significance value of 0.001, and a significance value for the F test variables Price, Location, Promotion have an effect on Customer Retention simultaneously by 0.000. From these results it can be concluded that all independent variables affect Customer Retention partially and simultaneously.

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1. INTRODUCTION

Business competition in the salon service industry is very rapid, one of which is in the field of beauty salon services. The number of beauty salons arises because it is influenced by lifestyle factors and fashion trends applied in society, especially for women who care about their appearance. In the world of business/service industry, many people wonder how to build a business to grow forward and succeed. Building a business is not only thinking about how to create a great product or produce a superior product but how a product can be received by consumers well and feel satisfied after using the product. The concept of Customer Retention is consumers who will make transactions again because what is expected will correspond to reality. To paraphrase William G. Zikmund, customer retention is where companies try to satisfy customers by offering repeat purchases with the same company. Customer retention is closely related to customer loyalty. Giving special treatment to existing customers can trigger customer loyalty.

NR Beauty Salon & Make Up Pengging Boyolali which is engaged in beauty services must be able to understand the needs and understand the tastes desired by customers and must still pay attention to prices, promotions, and locations, so that NR Beauty Salon & Make Up Pengging Boyolali can provide salon services well in order to maintain market share and can survive in the

world of beauty service business. Research at NR beauty salon aims to help salon owners to create the right marketing strategy to increase turnover and maintain business existence in the midst of fierce competition. Based on the background of the problems described above, the problems formulated in the study as follows:

1. What is the effect of price on the behavior of Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali?
2. Is there any influence of location on Customer Retention's behavior at NR Beauty Salon & Make Up Pengging Boyolali?
3. Is there any influence of promotion on the behavior of Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali?
4. Is there a dominant influence of price, location and promotion on Customer Retention behavior at NR Pengging Boyolali Salon?
5. Is there a simultaneous influence of price, location, and promotion on Customer Retention behavior at NR Pengging Boyolali Salon?

2. RESEARCH METHOD

2.1 Research variable

Measurement of variables in research is the independent variable that causes changes in the dependent variable. The dependent variable is a variable that is influenced by the independent variable. The independent variables are price, location and promotion while the dependent is Consumer Retention behavior.

2.2 Operational Definition of Research

The definition of each of these research variables is as follows:

a. Customer Retention

According to Singh and Khan in Nur Fatin (2020), customer retention is the activity of a sales organization in making efforts to reduce customers that fail to be retained. Customer retention aims to help companies retain as many customers as possible, so that they are loyal to the brand. In the thesis written by Irene (2019) there are 5 Customer Retention Marketing strategies to increase sales, including:

- 1) Increase buyer comfort
- 2) Improve customer service quality
- 3) Host a customer loyalty program (*Customer Loyalty Program*)
- 4) Send interesting and relevant emails to customers
- 5) Offer a discount or cashback

b. Price

According to Kotler and Armstrong in Krisdayanto (2018: 3) Price is the amount of money paid for services, or the amount of value that consumers exchange in order to benefit from owning or using goods or services. According to Angipora in Krisdayanto (2018: 3) states that the purpose of pricing is as follows:

- 1) Getting maximum profit
- 2) Get a return on investment
- 3) Prevent or reduce competition
- 4) Maintain or improve market share

c. Location

According to Manullang (2019: 143) states that "Location is a related place where the company will be established and implemented". Location selection is needed when a company establishes a new business, expands an existing business or moves the company's location to another location. Site selection is very important because it is related to the size of operating costs, prices and competitive capabilities.

d. Promotion

Lupiyoadi in (Rahmatika and Madiawati, 2020) stated that promotion is a marketing mix variable that is very important for companies in marketing their products and services. Promotional measures are not only a means of communication between companies and consumers, but also as a tool to

influence consumers in purchasing activities or using services according to their wants and needs. Promotion Objectives according to Malau (2017: 112), the main purpose of promotion is to inform, influence and persuade, as well as remind target customers about the company and its marketing mix.

2.3 Data Sources

The source of data used in the study was first, primary data in the form of respondents' answers to the questionnaire given. Secondary data obtained indirectly or through intermediary media, in the form of books, journals, data from the internet, and theses related to the research topic.

2.4 Method of collecting data

a. Validity

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018). This test is intended to measure the extent of the accuracy of research instruments so as to provide accurate information.

b. Reliabilitas

A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time (Ghozali, 2018: 45). Reliability tests were conducted using the SPSS program and using the Cronbach alpha measurement technique. A variable is said to be reliable if it gives a Cronbach alpha value of > 0.60 .

c. Normality Test

The normality test aims to test whether in a regression model, confounding or residual variables have a normal distribution (Ghozali, 2018). To find out whether the residuals are normally distributed or not, a normality test was carried out with Kolmogorof Smirnov's One Sample using a confidence level of 0.05. Normal data if the significance value is greater than 0,0.

d. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. The Glejser test is performed by progressing the residual absolute value to the independent variable. (Ghozali, 2018). If the significance value > 0.05 , there are no symptoms of heteroscedasticity, while if the significance value < 0.05 , it means that symptoms of heteroscedasticity occur.

e. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. If the independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero (Ghozali, 2018). To find out that there is no multicollinearity in our study, the VIF value < 10 and the Tolerance value $> 0,10$.

2.5 Multiple Regression

Hypothesis testing carried out in this study was carried out using the linear regression method used to predict how far the value of the dependent variable changes, if the independent variable is manipulated or changed or raised and down (Sugiyono, 2019). The multiple linear formula is $Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$.

2.6 Determination Test (R²)

According to Ghozali (2018), the coefficient of determination (R²) essentially measures how far the model is able to explain the variation of the dependent variable. The value of the coefficient of determination (R²) is getting closer to 1, meaning that the dependent variable can be described linearly by the independent variable.

2.7 Statistical Test

- a. The statistical test t basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable (Ghozali, 2018). The test is carried out using significance numbers with the following conditions: 1) If the research significance number < 0.05 then H₀ is rejected and H_a is accepted. 2) If the research significance number > 0.05 then H₀ is accepted and H_a is rejected.
- b. Statistical test f according to Ghozali (2018) statistical test basically shows whether all independent or independent variables included in the model have a joint influence on the

dependent or dependent variable. When the calculated F value is greater than the table F value, then we accept an alternative hypothesis that states that all independent variables simultaneously affect the dependent variable (Ghozali, 2018).

2.5 Conceptual Framework

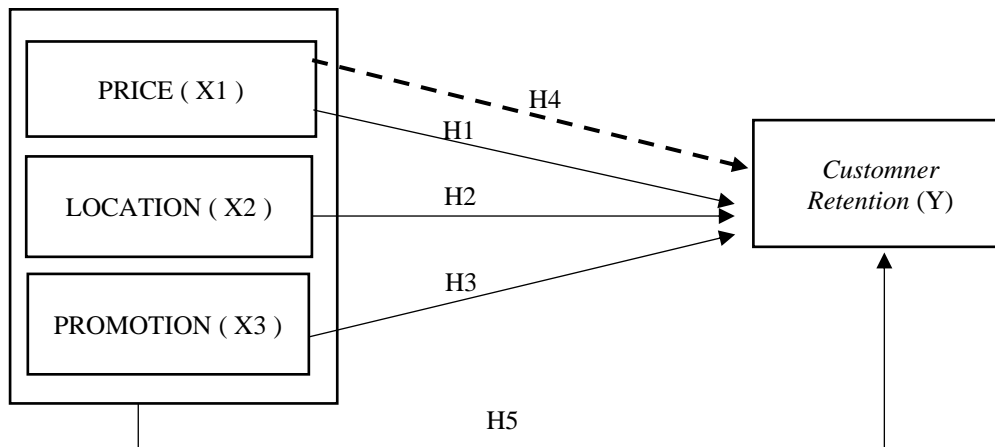


Image 1. Conceptual framework

2.6 Hypothesis

- H1: Price variables partially have a significant effect on customer retention behavior at NR Beauty Salon & Make Up Pengging Boyolali.
- H2: Location variable partially has a significant effect on customer retention behavior at NR Beauty Salon & Make Up Pengging Boyolali.
- H3: Promotion variables partially have a significant effect on customer retention behavior at NR Beauty Salon & Make Up Pengging Boyolali.
- H4: Price, location, and promotion variables are suspected to have a dominant influence on customer retention behavior at NR Beauty Salon & Make Up Pengging Boyolali.
- H5: Price, location, and promotion variables simultaneously affect customer retention at NR Beauty Salon & Make Up Pengging Boyolali.

3. RESULTS AND DISCUSSIONS

3.1 Data analysis

Data analysis is carried out to get the best results, then the secondary data is tested first. The tests carried out are validity, reliability and classical assumption tests carried out, namely: normality tests, heteroscedasticity tests, multicollinearity tests.

3.2 Data Quality Test

a. Validity Test

The Validity Test is used to measure the validity or validity of a questionnaire. The results of the validity test of 4 variables with 40 samples of respondents are seen from the following table:

Table 1. Price Variable Validity Results

	Pearson Correlation	Price (X ₁)	
		Sig (2-tailed)	Information
X1.1	0,661	0,000	Valid
X1.2	0,702	0.000	Valid
X1.3	0,540	0.000	Valid
X1.4	0,808	0.000	Valid
X2.1	0,768	0.000	Valid
X2.2	0,874	0,000	Valid
X2.3	0,858	0,000	Valid
X3.1	0,632	0,000	Valid
X3.2	0,556	0,000	Valid

X3.3	0,720	0,000	Valid
X3.4	0,699	0,000	Valid
Y1	0,820	0,000	Valid
Y2	0,702	0,000	Valid
Y3	0,878	0,000	Valid

Source : data processed by the author (2023)

Based on the table above, it shows that all questions for the Location variable are valid because they have a significance value below 0.05.

b. Reliability Test

A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time (Ghozali, 2018: 48). The results of the reliability test against 40 can be seen in the following table:

Table 2. Summary of Research Variable Reliability Test

Variabel	Alpha Cronbach	Criterion	Information
Price	0,603	Cronbach's alpha > 0.60 is considered Reliable	Reliabel
Location	0,772		Reliabel
Promotion	0,754		Reliabel
Customer Retention	0,715		Reliabel

Source : Data processed by the author (2023)

Based on the table above, it shows the magnitude of the Cronbach Alpha value for the four variables > 0.60. So it can be concluded that the measurement of the four variables is declared reliable.

3.1 Classical Assumption Test

a. Normality Test

This study used Kolmogorov Smirnov's One Sample test with a confidence level of 5%. The normality test can be seen in the following table:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.52478748
Most Extreme Differences	Absolute	.209
	Positive	.209
	Negative	-.159
Test Statistic		.209
Asymp. Sig. (2-tailed)		.071 ^c

a. Test Distribution is Normal

b. Calculated from Data

c. Lilliefors Significance Correction

Sumber : Data diolah oleh penulis (2023)

Based on table IV.9 above, it is known that the data are normally distributed. This can be seen from the significance value of 0.71 > 0.05. It is proven that the data is normally distributed as many as 40 data.

b. Heteroskedasticity Test

If the significance value between the independent variable and the residual absolute value is greater than 0.05, heteroscedasticity does not occur. The heteroscedasticity test results below are:

Table 5. Heteroscedasticity Test Results

Variabel	Sig	Information
X1	0,111	Heteroscedasticity Free
X2	0,856	Heteroscedasticity Free
X3	0,619	Heteroscedasticity Free

Source : Data processed by the author (2023)

Based on the heteroscedasticity test test in table IV.11 above, it is known that the magnitude of the significance value of the Price (X1) variable is 0.111, Location (X2) is 0.856, and Promotion (X3)

is 0.619 which is greater than 0.05 (5%), so it can be concluded that the regression model is free from heteroscedasticity.

c. Multicollinearity

Multicollinearity is a linear relationship between independent variables. The results of the Multicollinearity test are as follows:

Table 6. Multicollinearity Test Results

Variabel	Collinearity Statistics	
	Tolerance	VIF
Total X1	0.669	1.494
Total X2	0.659	1.518
Total X3	0.889	1.125

Source : Data processed by the author (2023)

Based on the Multicollinearity test between variables Price (X1), Location (X2), Promotion (X3) there is no multicollinearity, in other words no correlation occurs. This can be seen from the VIF < 10 and the Tolerance value > 0.1, namely: the value of the Price variable (X1) shows the result of VIF 1.494 < 10, and the Tolerance value of 0.669 < 0.1. The value of the Location variable (X2) shows a VIF result of 1.18 < 10 and a Tolerance value of 0.659 > 0.1. The value of the Promotion variable (X3) shows the result of VIF 1.125 < 10 and the Tolerance value of 0.889 > 0.1.

3.4 Multiple Linear Regression

As for determining the regression coefficient, it is known that $Y = 0.581X_1 + 0.050X_2 + 0.241X_3 + e$ or can be seen through the following table:

Table 7. Multiple Linear Regression Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.679	1.829		-.371	.712
	Harga	0.512	0.125	0.581	4.105	0.000
	Lokasi	0.136	0.102	0.050	3.350	0.002
	Promosi	0.273	0.139	0.241	3.965	0.001

a. Dependent Variable: *Customer Retention*

Source : Data processed by the author (2023)

3.5 Coefficient of Determination Test (R²)

The value of the coefficient of determination is at 0-1. In other words, the closer the number one is, the better. The results of the coefficient of determination test in this study can be seen in the following table:

Table 8. R² Test Results

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	0.791 ^a	0.517	0.477	0.75027

a. Predictors : (Constant), Promosi, Lokasi, Harga

Source : Data processed by the author (2023)

Based on the results of the determination coefficient test in the table above, it can be seen that the value of determination coefficient or Adjusted R Square is 0.477 or 47.7%. This value shows that Price (X1), Location (X2), and Promotion (X3) have a positive and significant effect of 47.7% on Customer Retention. While the remaining 52.3% was influenced by other variables outside this study, such as friend invitations to try at a new salon, there are large promotions or discounts from other salons, choosing a salon or makeup service that can come to the house because it is more comfortable, or even the opening of a new salon with a famous hairdresser makes consumers try.

3.6 Statistical Test

a. t Test

Hasil uji t ini yang nantinya dijadikan sebagai pengambilan keputusan bila nilai signifikansi < 0,05 maka hipotesis dapat diterima. Hasil perhitungan program SPSS yaitu :

Tabel 9. Hasil Uji t

Variabel	t _{hitung}	sig
Harga	4,105	0,000
Lokasi	3,350	0,002
Promosi	3,965	0,001

Source : Data processed by the author (2023)

The testing of each variable is as follows:

- 1) The effect of the Price variable on Customer Retention obtained a P.Value value of $0.000 < 0.05$, then H_0 was rejected and H_a was accepted, while the calculated value of Price was 4.105 and the ttable value was 2.02809, so that the results of $4.105 > 2.02809$. The value of t and probability showed that H_0 was rejected and H_a was accepted, that is, the hypothesis proposed was acceptable so that there was a significant influence between the Price variable and the Customer Retention variable.
- 2) The effect of the Location variable on Customer Retention obtained a P.Value value of $0.002 < 0.05$, then H_0 was rejected and H_a was accepted, while the Location calculation value was 3.350 and the ttable value was 2.02809, so that the results were obtained $3.350 > 2.02809$. The value of t and probability indicate that H_0 is rejected and H_a is accepted, that is, the proposed hypothesis is acceptable so that there is a significant influence between the Location variable and the Customer Retention variable.
- 3) The effect of the Promotion variable on Customer Retention obtained a P.Value value of $0.001 < 0.05$, then H_0 was rejected and H_a was accepted, while the Promotion calculation value was 3.965 and the table value was 2.02809, so that the results were $3.965 > 2.02809$. The value of t and probability shows that H_0 is rejected and H_a is accepted, that is, the hypothesis proposed can be accepted so that there is a significant influence between the Promotion variable and the Customer Retention variable.

b. F Test

The F statistical test basically shows to find out whether the independent variables together have an effect on the dependent variable. Test F results are presented as follows:

Table 10. F Test Results

ANOVA ^a			
	Model	F	Sig.
1	Regression	12.856	.000 ^b

a. Dependent Variable : Customer Retention

b. Predictors : (Constant), Promosi, Lokasi, Harga

Source : Data processed by the author (2023)

Les résultats de l'analyse P.Value sont de $0,000 < 0,05$, tandis que la valeur Fcalculate est de 12,856 et Ftabel est de 2,87, puis la valeur Fcalculate est $>$ la valeur de Ftabel, puis H_0 est rejeté et H_a est accepté. Une valeur sig de 0,000 signifie que la valeur sig est inférieure à 0,05, ce qui prouve que le prix (X1), l'emplacement (X2) et la promotion (X3) ont un effet significatif sur la fidélisation de la clientèle simultanément (Y).

Based on the results of data analysis and discussion that has been stated in chapter IV, the following conclusions can be drawn: Variable x1: Price has a significant influence on Customer Retention with a t.sig value of $0.000 < 0.05$. Price has a positive and significant effect on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali, meaning that if the price offered is affordable with the purchasing power of target consumers in general housewives, office employees, and other young women and in accordance with the perceived quality, it will influence consumers to do Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. Variable x2: Location has a significant influence on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali shown by a partial test (t test) with P.value results of $0.002 < 0.05$ meaning that location has a positive and significant effect on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali, meaning that if the location of the salon is felt strategic and safe and easy to reach, then it will affect Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. The location of the salon is comfortable, easy to reach and the parking area is safe to make consumers quieter when in the salon so that one time they need salon services, they will come back again. Conversely, if consumers feel that the location of the salon makes them feel anxious during the treatment period, they are reluctant

to return to the salon. Variable x3: Promotion has a significant influence on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali, shown by a partial test (t test) with P.value results of $0.001 < 0.05$ meaning that promotion has a positive and significant effect on the Customer Retention variable at NR Salon Beauty & Make Up Pengging Boyolali, meaning if the promotion is right on target and attractive (for example 25% discount for birthdays, 5 times free creambath 1) and the benefits felt by consumers, it will affect Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. The Price variable is the most dominant variable for Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali with a value of 4,105, meaning that price is very important and sensitive to make consumers willing to make transactions again at NR Beauty Salon & Make Up Pengging Boyolali. According to the researcher's analysis, salon and makeup competition in the area is very massive, so that indeed the price variable becomes dominant to make consumers come back again to transact again at NR Beauty Salon & Make. Nr salon owners must be wise and clever in setting prices that suit their consumers, especially for housewives, employees, young women around the salon area. The variables Price, Location, and Promotion affect the simultaneous Customer Retention, the significance value of the F test is (0.000) less than 0.05. This shows that Price, Location, and Promotion jointly affect Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. The influence of the independent variable on the dependent variable was only 47.7% because there were several other influencing factors such as promotions or discounts that were greater than other salons, invitation of friends to try in a new salon, choosing makeup services that could come to the house.

4. CONCLUSION

Price has a positive and significant effect on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. Location has a positive and significant influence on Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. Promotion has a positive and significant influence on the Customer Retention variable at NR Salon Beauty & Make Up Pengging Boyolali. Price is the most dominant variable for Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. Price, Location, and Promotion variables jointly affect Customer Retention at NR Beauty Salon & Make Up Pengging Boyolali. The influence of the independent variable on the dependent variable is 47.7% because there are several other influencing factors such as promotions or discounts.

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