

**PENGARUH *CUSTOMER SATISFACTION* DAN *SWITCHING COST*  
TERHADAP *CUSTOMER RETENTION* PADA NASABAH PT. MEGA  
FINANCE JOMBANG**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *customer satisfaction* secara parsial dan simultan terhadap *customer retention* pada nasabah PT. Mega Finance Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Variable-variabel yang digunakan dalam penelitian ini adalah berupa variabel-variabel yang dapat diukur dengan menggunakan tanggapan responden dengan angket, Populasi yaitu nasabah Mega Finance Jombang dengan sampel sebanyak 79 responden, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa 1) *Customer satisfaction* berperan dalam peningkatan *customer retention* nasabah di PT. Mega Finance Jombang, semakin tinggi *Customer satisfaction* semakin tinggi *customer retention* nasabah di PT. Mega Finance Jombang, 2) *Switching Cost* berperan dalam peningkatan *customer retention* nasabah di PT. Mega Finance Jombang. semakin tinggi *Switching Cost* semakin tinggi *customer retention* nasabah di PT. Mega Finance Jombang. Dan 3) *Customer satisfaction* dan *Switching Cost* berperan terhadap peningkatan *customer retention* nasabah di PT. Mega Finance Jombang

***Kata Kunci: Customer satisfaction, Switching Cost dan customer retention***

**EFFECT OF *CUSTOMER SATISFACTION AND SWITCHING COST*  
ON *CUSTOMER RETENTION* IN CUSTOMERS PT. MEGA  
FINANCE JOMBANG**

**ABSTRACT**

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This study aims to determine and explain the effect of customer satisfaction partially and simultaneously to customer retention on customers of PT. Mega Finance Jombang. Penelitian using explanatory research methods implemented through data collection in the field. The variables used in this study are variables that can be measured by using the responses of respondents with a questionnaire, the population of customers Mega Finance Jombang with a sample of 79 respondents, data analysis using multiple linear regression statistics and hypothesis testing. Based on the results of research show that 1) Customer satisfaction role in improving customer retention of customers in PT. Mega Finance Jombang, the higher Customer satisfaction the higher customer retention customers in PT. Mega Finance Jombang, 2) Switching Cost plays a role in improving customer retention of customers in PT. Mega Finance Jombang. the higher the higher the Switching Cost customer customer retention in PT. Mega Finance Jombang. And 3) Customer satisfaction and Switching Cost contribute to customer customer retention in PT. Mega Finance Jombang

**Keywords: Customer satisfaction, Switching Cost and customer retention**