

**ANALYSIS OF INFLUENCE OF SERVICE QUALITY, PRICE FAIRNESS,
STORE ATMOSPHERE, AND MEMBERSHIP CARD TOWARDS
CUSTOMER RETENTION WITH CUSTOMER SATISFACTION AS A
MEDIATION VARIABLE OF BUDIMAN SWALAYAN CUSTOMERS IN
PADANG CITY
THESIS**

Submitted as one of the requirements to achieve a bachelor's degree in the
undergraduate study program, Faculty of Economics, Andalas University



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Analysis of Influence of Service Quality, Price Fairness, Store Atmosphere, and Membership Card Towards Customer Retention with Customer Satisfaction as a Mediation Variable of Budiman Swalayan Customers in Padang City.

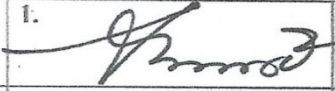
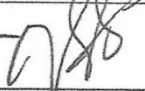

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ABSTRACT

The retail business in Padang, West Sumatera, Indonesia has the potential to continue to be in demand and develop in the future which can trigger competition among retailers. Several factor is suspected to be the reasons people decide to do repurchase and retained to certain retailer. The study aims to analyze and discuss the influence of retail service quality, price fairness, store atmosphere, and membership card on customer retention and customer satisfaction as mediator on customers at Budiman Swalayan Padang. This quantitative study used online questionnaire data from 130 respondents who were customers of Budiman Swalayan with sampling techniques of non-probability and purposive sampling. The study using SmartPLS 3.3 for data analysis. The result shows that the direct effect of price fairness, store atmosphere, and customer satisfaction positively and significantly affect customer retention .Retail service quality, price fairness, store atmosphere, membership card significantly affect customer satisfaction in positive way. Customer satisfaction role as a mediator also successfully mediate price fairness and store atmosphere into customer retention significantly.

Keywords: *Retail Service Quality, Price Fairness, Store atmosphere, Membership Card, Customer Satisfaction, Customer Retention.*

This thesis is already examined and passed on May 30th, 2022. This abstract already approved by supervisor and examiners:

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