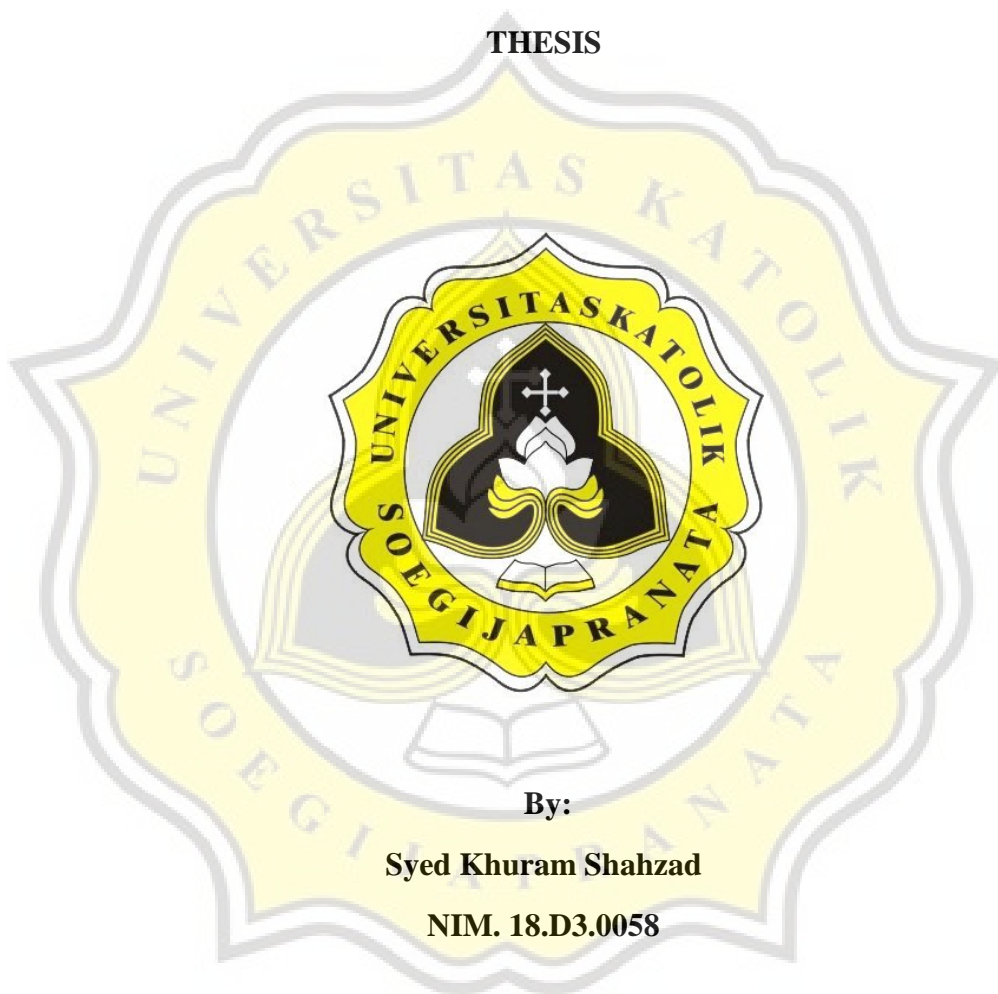


**ANALYSIS OF THE EFFECT OF CUSTOMER
RELATIONSHIP MARKETING PROGRAM ON CUSTOMER
RETENTION WITH CUSTOMER SATISFACTION AS
MEDIATING VARIABLE IN CV VAPOR CITY SEMARANG**

THESIS



By:

Syed Khuram Shahzad

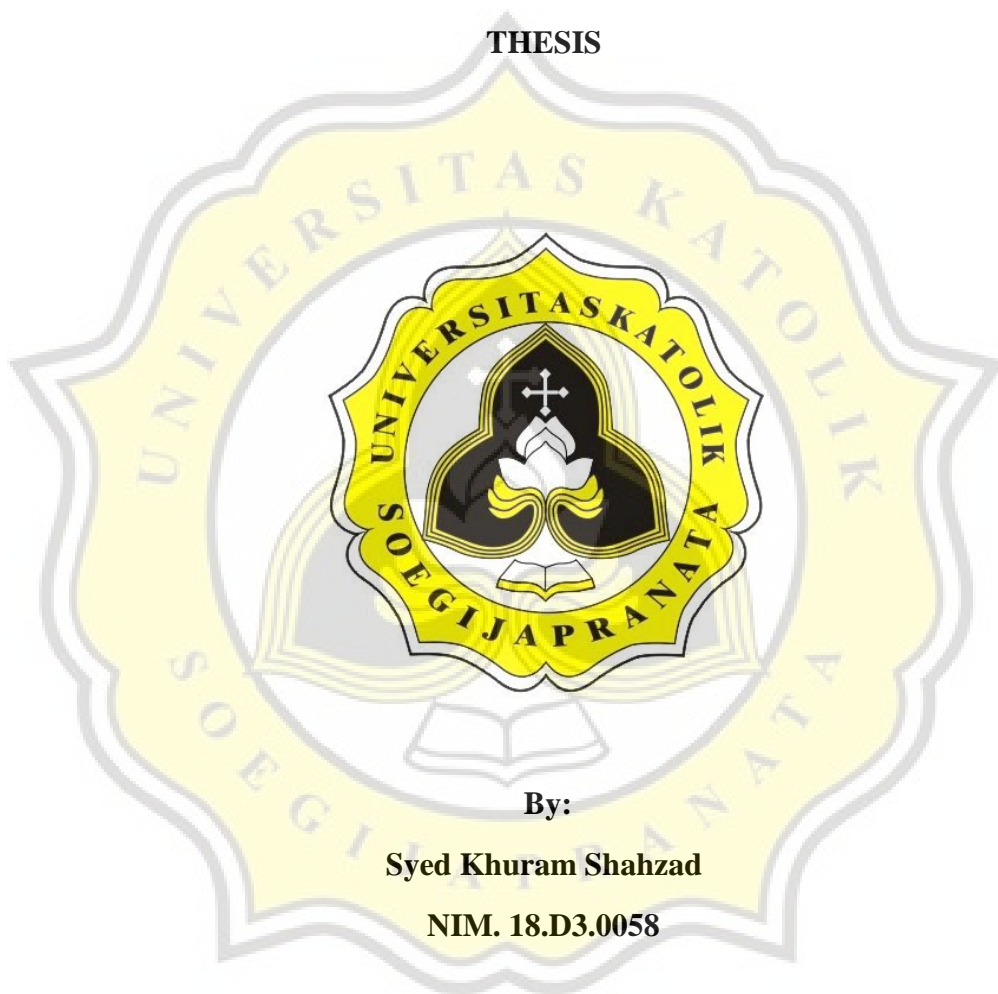
NIM. 18.D3.0058

**MAGISTER MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2022

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2022

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Name : Syed Khuram Shahzad

NIM : 18.D3.0058

Study Program/Concentration : Management

Faculty : Economics and Business

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Judul Tugas Akhir: : ANALYSIS OF THE EFFECT OF RELATIONSHIP MARKETING STRATEGY AND CUSTOMER RETENTION ON CUSTOMER SATISFACTION IN CV VAPOR CITY SEMARANG

Diajukan oleh : Syed Khuram Shahzad

NIM : 18.D3.0058

Tanggal disetujui : 27 Desember 2022

Telah setuju oleh

Pembimbing 1 : Dra. My. Dwi Hayu Agustini M.B.A., P.hD

Penguji 1 : Dr. Berta Bekti Retnawati S.E., M.Si.

Penguji 2 : Dr. Retno Yustini Wahyuningdyah M.Si.

Penguji 3 : Dra. My. Dwi Hayu Agustini M.B.A., P.hD

Penguji 4 : Dra. My. Dwi Hayu Agustini M.B.A., P.hD

Ketua Program Studi : Dra. My. Dwi Hayu Agustini M.B.A., P.hD

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FOREWORD

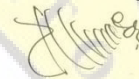
Praise and deep gratitude the author prays to the presence of God Almighty, for having given His grace so that the thesis entitled “ANALYSIS OF THE EFFECT OF CUSTOMER RELATIONSHIP MARKETING PROGRAM ON CUSTOMER RETENTION WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE IN CV VAPOR CITY SEMARANG” can be completed. We have prepared this thesis to meet the undergraduate curriculum requirements for the undergraduate (S-1) degree at Soegiapranoto University, Semarang. On this occasion the author would like to express his deepest gratitude to:

1. God Almighty who always provides protection, health and abundant blessings for the writer, as well as the grace and gifts given to the writer.
2. Mrs. M. Y. Dwi Hayu Agustini, MBA, PhD as the supervising lecturer who has been willing to guide taking the time, energy, and thoughts to provide input, guidance and revisions made in the preparation of this thesis.
3. All lecturers at the Faculty of Economics and Business, Soegijapranata Catholic University Semarang who have provided knowledge and learning for the writer.
4. The family that I love and love, to my parents, father and mother who always give encouragement and prayer for the writer, family who always provide support and prayer for the writer.
5. All parties who have helped and supported the completion of this thesis and cannot be mentioned one by one.

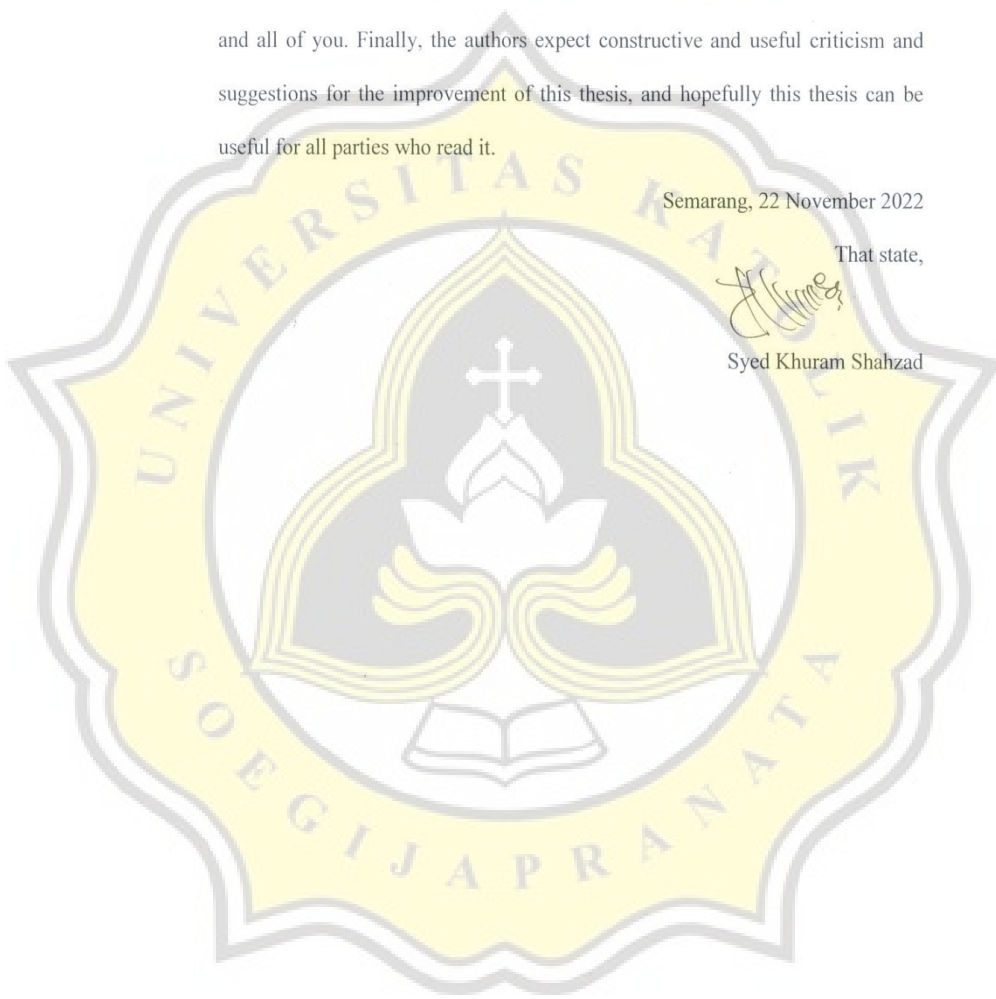
May God Almighty repay all the good deeds and services of Mr., Mrs., and all of you. Finally, the authors expect constructive and useful criticism and suggestions for the improvement of this thesis, and hopefully this thesis can be useful for all parties who read it.

Semarang, 22 November 2022

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Syed Khuram Shahzad



ABSTRACT

This study aims to analyze the influence of relationship Customer Relationship Marketing Program on Customer Satisfaction. To analyze the influence of customer satisfaction on customer retention. To analyze Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention. In this study, the population was used, namely all the customers of CV Vapor City, which were 150 respondents. The sampling technique in this study was purposive sampling method by determining certain criteria to be used as research samples. Based on the results of the analysis that has been carried out, the conclusions in this study are Customer Relationship Marketing Program positive effect on Customer Satisfaction. The results of this study are supported by respondents' responses to the Rel Customer Relationship Marketing Program variable which gets an average value of 3.682, which means that respondents agree with the statement on the Customer Relationship Marketing Program variable, Customer Satisfaction positive effect on Customer Retention. The results of this study are supported by respondents' responses to the Customer Satisfaction variable which gets an average value of 3.682, which means that the majority of respondents agree with the statement submitted on the Customer Satisfaction variable, and the variables of Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention.

Keywords: Marketing Program, customer satisfaction, customer retention.

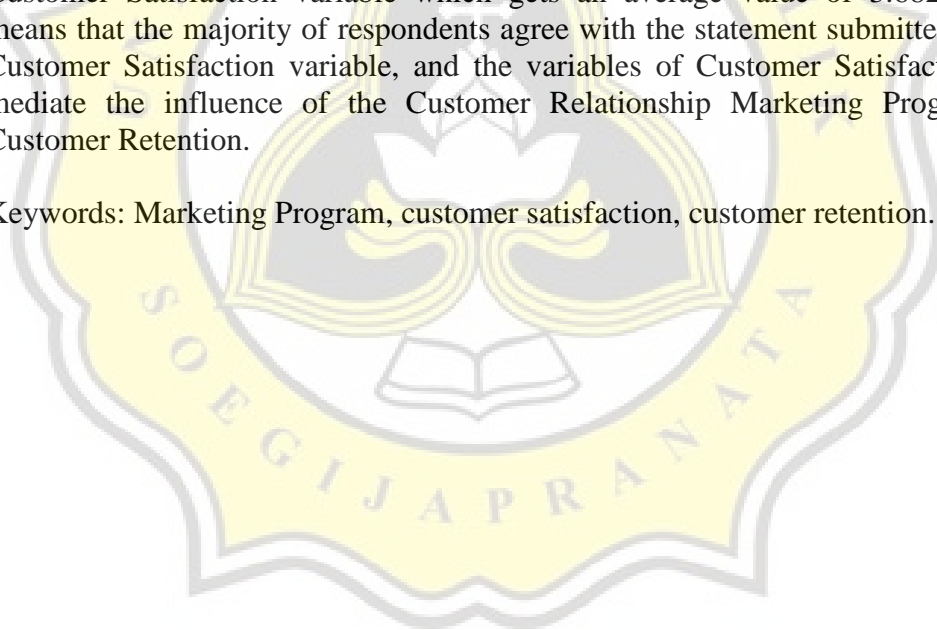


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