CHAPTER IV

RESULTS AND DISCUSSION

4.1. Company Profile

Figure 1. Logo Vapor City Semarang

Vapor City Smg is a wholly owned subsidiary of the Indonesian vapor association. and we're on a mission to change the way you smoke. Vapor City SMG and this website cater to a wide range of vapers, from those curious about ditching tobacco to those advanced tech vapers who are true hobbyists. Innovation and technology are out there, and when it comes to electronic cigarettes, we're bringing it to you. You aren't going to be bored with the same old products when you start vaping with Vapor City SMG. Years of experience, knowing what our customers want, and being a team of innovators gives us plenty of edge on our competitors. Vapor City Semarang provides and sells various liquids for e-

cigarettes. provide and sell various mods and vapor starters. selling vapor and liquid products from several brands. vapor city semarang vape store, the more vaping experience you can get. we offer quality products from many popular brands at reliable prices. Vapor City Semarang is located at Jl Padma Boulevard B5/16, 50145 Semarang. Vapor City is open daily from 10 am to 11 pm. Online purchases can also be made through the Shopee, Tokopedia and Buka Bukalapak marketplaces. Apart from that, customers can also make purchases through the Gojek application for customers who want to buy at Vapor City Semarang but are lazy to go to the store. Products sold at Vapor City Semarang can also be seen on Instagram Vapor City below:

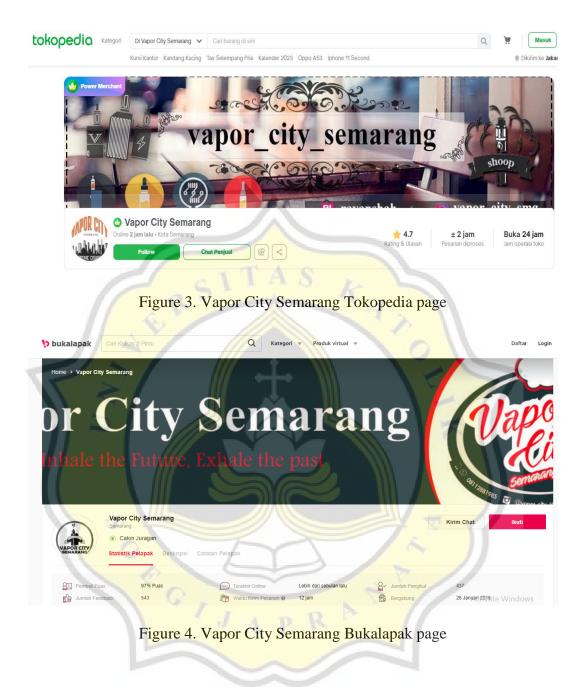Figure 2. Vapor City Semarang Instagram page

Figure 3. Vapor City Semarang Tokopedia page

Figure 4. Vapor City Semarang Bukalapak page

Figure 5. Product Vapor City Semarang

4.2. Respondent Profile

Characteristics of respondents in this study include age, education, gender and monthly income of respondents, which can be seen in the following table:

Based on the table 4.1, it is known that the respondents in this study were dominated by female respondents with 25 years of age as many as 25 people.

Table 4.1. Crosstabulation Respondent's Age and Gender

Age * Gender Crosstabulation				
Count		Gender		Total
		Female	Male	
Age	< 20 years	14	18	32
	21- 30 years	25	37	62
	31- 40 years	24	19	43
	> 40 years	7	6	13
Total		70	80	150

Source: Primary Data Processed (2022)

Based on the table 4.2, it is known that the majority of respondents in this study were dominated by respondents who had an income of 5 – 10 billion IDR with the latest education being Bachelor degree, which was 69 people.

Table 4.2. Respondent's Crosstabulation Income and Education

Income * Education Crosstabulation						
Count		Education				Total
		Associate's degree	Bachelor degree	Master degree	Senior High School	
Income	< 5 milion Rp	37	0	0	15	52
	5-10 milion Rp	6	69	0	0	75
	> 10 milion Rp	5	0	18	0	23
Total		48	69	18	15	150

Source: Primary Data Processed (2022)

4.3. Descriptive Statistics

Based on the table 4.3, it is known that the average respondent answered on a scale of 3 and 4. The highest standard deviation value was on the RM4 indicator which stated that Vapor City employees handled my complaints quickly while the lowest standard deviation value was on the CS1 indicator which stated that there was follow-up. up from Vapor City's after-sales service activities.

Tabel 4.3. Descriptive Statistics Test Results Customer Relationship Marketing Program Variable

Statements	Code	N	Min	Max	Std. Deviation	Mean	Category
There is folow up from Vapor City after sales services activity.	CS1	150	1,00	5,00	0,87888	3,7067	Agree
Vapor City give the member additional benefit such as discount, etc	CS2	150	1,00	5,00	0,91715	3,6667	Agree
Employees and staff look good	CS3	150	1,00	5,00	0,94476	3,6733	Agree

Source: Primary Data Processed (2022)

Based on the table 4.4, it is known that the highest average is 3.7733 which is an indicator of CR2, which means that respondents in this study like Vapor City and will recommend Vapor City to their relatives.

Tabel 4.4. Descriptive Statistics Test Results Customer Satisfaction Variable

Statements	Code	N	Min	Max	Std. Deviation	Mean	Category
I will convey the positive things to others I feel while I'm shopping at Vapor City	CR1	150	1,00	5,00	0,92929	3,7133	Agree
I would make recommend Vapor City to be my choice.	CR2	150	1,00	5,00	0,88345	3,7733	Agree
I will purchase products at Vapor City	CR3	150	1,00	5,00	0,93944	3,7000	Agree
I will be provided different	CR4	150	1,00	5,00	0,89403	3,7067	Agree

Statements	Code	N	Min	Max	Std. Deviation	Mean	Category
special services for each consumer purchase							
I will give lucky draw points for each repeat purchase	CR5	150	1,00	5,00	0,95501	3,6933	Agree

Source: Primary Data Processed (2022)

Based on the table 4.5, it is known that the lowest average is 3.5667, which is the RM 1 indicator, this shows that according to respondents in this study Vapor City has sufficient ability to create good relationships with consumers.

Tabel 4.5. Descriptive Statistics Test Results Customer Satisfaction Variable

Statements	Code	N	Min	Max	Std. Deviation	Mean	Category
Vapor City employees serve friendly and politely	RM1	150	1,00	5,00	0,91532	3,5667	Neutral
The products' quality of Vapor City is precisely as my expectation	RM2	150	1,00	5,00	0,91101	3,6600	Neutral
Vapor City has the ability to create good relationships with consumers	RM3	150	1,00	5,00	0,94429	3,7400	Agree
Vapor City employees handle my complaints quickly	RM4	150	1,00	5,00	0,96119	3,6600	Neutral

Source: Primary Data Processed (2022)

4.4. Classic Assumption Test Results

4.4.1. Normality Test Results

Based on table 4.6. It is known that the test results for normality can be seen from the Kolmogorof-Smirnov sig. of 0.057 > 0.05, it can be said that this data is normally distributed in model 1.

Tabel 4.6. Normality Test Results Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,18836091
Most Extreme Differences	Absolute	,133
	Positive	,080
	Negative	-,133
Test Statistic		,133
Asymp. Sig. (2-tailed)		,057[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data Processed (2022)

Based on table 4.7. It is known that the test results for normality can be seen from the Kolmogorof-Smirnov sig. of 0.070 > 0.05, it can be said that this data is normally distributed in model 2.

Tabel 4.7. Normality Test Results Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,76559622
Most Extreme Differences	Absolute	,097
	Positive	,084
	Negative	-,097
Test Statistic		,097
Asymp. Sig. (2-tailed)		,070[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

4.4.2. Multicollinearity Test

Tolerance aims to measure the variability of the selected independent variable that is not explained by other independent variables. So a low tolerance value is the same as a high VIF value because VIF = 1/Tolerance. The following is a table showing the results of multicollinearity in this study:

Seen from table 4.8 the values for Tolerance > 0.1 and VIF < 10. So it can be said that the data in this study are free from multicollinearity. This means that there is no correlation between the independent variables in this study.

Table 4.8. Multicollinearity Test Results Model 1

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Relationship_Marketing	1,000	1,000

a. Dependent Variable: Customer_Satisfaction
Source: Primary Data Processed (2022)

Seen from table 4.9 the values for Tolerance > 0.1 and VIF < 10. So it can be said that the data in this study are free from multicollinearity. This means that there is no correlation between the independent variables in this study.

Table 4.9. Multicollinearity Test Results Model 2

Coefficients^a

| Model | Collinearity Statistics | |
	Tolerance	VIF
1 (Constant)		
Customer_Satisfaction	1,000	1,000

a. Dependent Variable: Customer_Retention

Source: Primary Data Processed (2022)

4.4.3 Heteroscedasticity Test

Based on table 4.10. It can be seen that the results of the heteroscedasticity test for each independent variable have a significance value > 0.05 so that it can be said that there is no heteroscedasticity.

Table 4.10. Heteroscedasticity Test Results Model 1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
		B	Std. Error	Beta		
1	(Constant)	1,703	,295		5,768	,000
	Relationship_Marketing	-,057	,020	-,231	-1,884	,056

a. Dependent Variable: ABS_RES1

Source: Primary Data Processed (2022)

Based on table 4.11. It can be seen that the results of the heteroscedasticity test for each independent variable have a significance value > 0.05 so that it can be said that there is no heteroscedasticity.

Table 4.11. Heteroscedasticity Test Results Model 2

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,109	,456		4,628	,000
	Customer_Satisfaction	-,073	,040	-,147	-1,809	,072

a. Dependent Variable: ABS_RES2

Source: Primary Data Processed (2022)

4.5. *Coefficient of Determination (R^2)*

Based on the table 4.12, it is known that the adjusted R Square is 0,752, which means that the variable Customer Relationship Marketing Program can affect the Customer Satisfaction by 75,2% and the remaining 24,8% is influenced by other variables.

Table 4.12. Coefficient of Determination Test Results (R^2) Model 1

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,868ᵃ	,753	,752	1,19237	1,990

a. Predictors: (Constant), Relationship_Marketing

b. Dependent Variable: Customer_Satisfaction

Source: Primary Data Processed (2022)

Based on the table 4.13, it is known that the adjusted R Square is 0,810, which means that the variable Customer Satisfaction can affect the Customer Retention by 81% and the remaining 19% is influenced by other variables.

Table 4.13. Coefficient of Determination Test Results (R^2) Model 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,901^a	,811	,810	1,77155	2,268

a. Predictors: (Constant), Customer_Satisfaction

b. Dependent Variable: Customer_Retention

Source: Primary Data Processed (2022)

4.6. Hypothesis test

4.6.1. *F Test*

Based on the table 4.14, it is known that the sig.F value is 0.000 < 0.05, which means the model is fit. This means that the variables of Customer Relationship Marketing Program together can affect Customer Satisfaction.

Table 4.14. F Test Results Model 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	642,255	1	642,255	451,738	,000^b
	Residual	210,418	148	1,422		
	Total	852,673	149			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Relationship_Marketing

Source: Primary Data Processed (2022)

Based on the table 4.15, it is known that the sig.F value is 0.000 < 0.05, which means the model is fit. This means that the variables of Customer Satisfaction together can affect Customer Retention.

Table 4.15. F Test Results Model 2

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1993,891	1	1993,891	635,322	,000ᵇ
	Residual	464,482	148	3,138		
	Total	2458,373	149			

a. Dependent Variable: Customer_Retention

b. Predictors: (Constant), Customer_Satisfaction

Source: Primary Data Processed (2022)

4.6.2 T Test

From table 4.16. it is known that the significance value for the Customer Relationship Marketing Program variable is $0.000 < 0.05$, so it means that the first hypothesis in this study is accepted. So Customer Relationship Marketing Program affects Customer Satisfaction.

Table 4.16. T test results H1

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,742	,448		3,884	,000
	Relationship_Marketing	,636	,030	,868	21,254	,000

a. Dependent Variable: Customer_Satisfaction

Source: Primary Data Processed (2022)

From table 4.17. It is known that the significance value for the Customer Satisfaction is $0.000 < 0.05$, so it means that the second hypothesis in this study is accepted. So Customer Satisfaction affects Customer Retention.

Table 4.17. T test results H2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,694	,686		2,471	,015
Customer_Satisfaction	1,529	,061	,901	25,206	,000

a. Dependent Variable: Customer_Retention

Source: Primary Data Processed (2022)

Based on table 4.18, it is known that the significance value for the Customer Satisfaction is $0.000 < 0.05$, so it means that the three hypothesis in this study is accepted. So there is an Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention.

Table 4.18. T test results H3 (Sobel Test)

	Input:			Test Statistics:	Std. Error:	p-value
a	0,636	Sobel test:		16,18676039	0,06007651	0
b	1,529	Aroian test:		16,17925591	0,06010437	0
s_a	0,030	Goodman test:		16,19427532	0,06004863	0
s_b	0,061					

	Input:		Test Statistics:	p-value
t_a	21,254	Sobel test:	16,24855945	0
t_b	25,206	Aroian test:	16,24109108	0
		Goodman test:	16,25603813	0

4.6. Discussion

4.6.1. Influence of Customer Relationship Marketing Program On Customer Satisfaction

Based on the results of the analysis that has been carried out, it is known that the significance value for Customer Relationship Marketing

Program is < 0.05, so Customer Relationship Marketing Program affects Customer Satisfaction.

The results of the study show that a positive coefficient value increases the Customer Relationship Marketing Program, so that it will increase the satisfaction of Customers who buy at CV Vapor City. Marketing program is the process of creating and sustaining strategies that match organizational goals, changing marketing capabilities and opportunities. It is the creation of a sound corporate mission, supporting goals, coordinated functional strategy of a healthy business portfolio. Marketing Program argue that marketing program activities are not only aimed at selling goods and services, transferring property rights from producers to consumers, but marketing program is an integrated effort to develop strategic plans.

The results of this study support the results of research conducted by Firmansyah (2019) which states that marketing program affect student satisfaction at STIE Mahaputra Riau.

4.6.2. Influence of Customer Satisfaction On Customer Retention

Based on the results of the analysis that has been carried out, it is known that the significance value for Customer Satisfaction is < 0.05, so Customer Satisfaction affects Customer Retention.

The results showed that a positive coefficient value increases customer satisfaction, so it will increase customer retention who buy at CV Vapor City. Retention is a form of loyalty related to loyal behavior as measured by

consumer purchases as indicated by the level of consumer purchases of a product. Meanwhile, loyalty itself refers more to a loyal attitude as measured by the components of attitudes, beliefs, feelings, and the desire to make a purchase. Retention rate is how many customers you retain in a given year compared to the customers you acquired in the previous year. One marketing method that is often used to improve company performance is customer retention. By retaining existing customers will certainly save costs, rather than looking for new customers. The concept of customer retention emerged because many companies are interested in existing customers and prioritize finding new customers. It turns out, after research, that it costs more to acquire a new customer than it does to retain an existing one.

The results of this study support the research conducted by Anisa Indah Puspita, Yusri Abdilah, and Aniesa Samira (2018) show that the variable customer satisfaction has a positive and significant effect on customer retention.

4.5.3. Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention.

The significance value for the Customer Satisfaction is < 0.05, so it means that the three hypothesis in this study is accepted. So there is an Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention.

The main goal of a business is to create Customer Retention. Customer retention is maintaining the business relationship that occurs between the product or service provider and the customer. It can be interpreted, customer retention is all forms of activities and activities carried out by the company to maintain good and continuous interactions with customers. Customers are something that every business organization wants to achieve. Customers come or not after the customer uses a product depending on the expectations of the buyer. In general, satisfaction is a person's feeling of pleasure or disappointment that arises from comparing perceived product performance (or results) with one's expectations. Marketing program is a comprehensive, integrated and integrated plan in marketing that provides guidelines for activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution. Customer satisfaction after purchase depends on its performance in accordance with the buyer's expectations, and whether the buyer interprets the difference between the two.