

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Based on the results of the analysis that has been carried out, the conclusions in this study are:

1. Customer Relationship Marketing Program has a positive effect on Customer Satisfaction. The results of this study are supported by respondents' responses to the Relationship Marketing Program variable which gets an average value of 3.682, which means that respondents agree with the statement on the Relationship Marketing Program variable.
2. Customer Satisfaction variable has a positive effect on Customer Retention. The results of this study are supported by respondents' responses to the Customer retention variable which gets an average value of 3.682, which means that the majority of respondents agree with the statement submitted on the Customer retention variable.
3. The variables of Customer Satisfaction can mediate the influence of the Customer Relationship Marketing Program on Customer Retention.

5.2. Recommendations

Suggestions in this research are:

1. The results of the study show that the variable Customer Satisfaction has a positive effect on Customer Retention. Therefore in increasing customer

retention, CV Vapor City can do this by increasing interaction with customers. For example by holding a kind of quizzes and competitions.

2. For researchers who want to research on Customer Retention can add other variables that have not been studied in this study, for example Service Quality And Corporate Image.
3. In future research, it is possible to change the data collection method into an interview method so that the results obtained are more diverse.

