

ABSTRAK

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EKSPLORASI PENGARUH *CORPORATE SOCIAL RESPONSIBILITY* DAN *SERVICE QUALITY* TERHADAP *CUSTOMER RETENTION* TELKOMSEL: PENELITIAN TERHADAP PENGGUNA TELKOMSEL DI JABODETABEK

(XVIII+143 halaman; 14 gambar; 44 tabel; 14 lampiran)

Perkembangan zaman membuat tanggung jawab sosial perusahaan menjadi salah satu strategi untuk membangun citra yang baik bagi sebuah perusahaan. Kontribusi perusahaan melalui program *corporate social responsibility* baik secara langsung maupun tidak langsung akan berpengaruh terhadap retensi *customer*. Penelitian terhadap *customer value* dan *service quality* telah banyak dipublikasikan, namun penelitian mengenai *corporate social responsibility* masih terbuka untuk di eksplorasi lebih lanjut. Adapun penelitian ini bertujuan untuk mengeksplorasi pengaruh retensi konsumen yang dipengaruhi oleh beberapa faktor seperti tanggung jawab sosial perusahaan, nilai konsumen, kualitas layanan, serta citra sebuah perusahaan. Pengumpulan data pada penelitian ini menggunakan kuesioner *online* dan telah terkumpul sebanyak 353 responden dipilih menggunakan teknik *non-probability purposive sampling* yang nantinya akan dianalisis menggunakan metode PLS-SEM *software* SmartPLS 4.0. Hasil penelitian menemukan bahwa *customer value* dan *service quality* memiliki pengaruh langsung dan tidak langsung terhadap *customer retention*, dimana *corporate image* adalah mediator antara variabel-variabel tersebut. Di sisi lain, *corporate social responsibility* sebagai moderator tidak signifikan memperkuat hubungan antar variabel. Perusahaan harus mempertimbangkan kembali tanggung jawab sosial apa yang signifikan berkontribusi bagi masyarakat yang nantinya akan berpengaruh terhadap retensi konsumen dalam menggunakan produk dan layanan.

Kata kunci: *Corporate Social Responsibility* ; *Customer Value* ; *Service Quality* ; *Corporate Image* ; *Customer Retention*.

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ABSTRACT

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EXPLORING THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY AND SERVICE QUALITY ON CUSTOMER RETENTION OF TELKOMSEL: A STUDY ON TELKOMSEL USERS IN JABODETABEK.

(XVIII+143 pages; 14 figures; 44 tables; 14 appendices)

The development of the times has made corporate social responsibility (CSR) one of the strategies to build a good image for a company. The company's contribution through CSR programs, both directly and indirectly, will affect customer retention. Research on customer value and service quality has been widely published, but research on CSR is still open for further exploration. This study aims to explore the relationship between customer value and service quality on customer retention, moderated by CSR and mediated by corporate image. Data collection in this study used an online questionnaire, and a total of 353 respondents were selected using non-probability purposive sampling technique, which will be analyzed using PLS-SEM method with SmartPLS 4.0 software. The results of the study found that customer value and service quality have both direct and indirect effects on customer retention, where corporate image is a mediator between these variables. On the other hand, CSR as a moderator does not significantly strengthen the relationship between variables. Companies should reconsider what social responsibilities significantly contribute to the community, which will ultimately affect consumer retention in using products and services.

Keywords: Corporate Social Responsibility; Customer Value; Service Quality; Corporate Image; Customer Retention.

References: 188 (1969-2024)