THE EFFECT OF CUSTOMER SATISFACTION AND LOYALTY ON CUSTOMER RETENTION OF “CHICKEN SAMOSA” PRODUCTS AT UNIKAALE SURABAYA

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ABSTRACT
Culinary business will not be going down year by year. Entrepreneurs do not only merely rely on the quality of the sale of the goods and products, but also must be accompanied by a service. The increasing number of the growth of food business, not all of them can last long. Customer loyalty is the core objective that is pursued by marketers. The methods used in this research are quantitative and SEM-PLS analysis techniques using Warp PLS software. The respondents of this research were 34% of men and 66% of women. The objective of this research was to find out the effect of customer satisfaction to the customer retention at Unikaale Surabaya, customer loyalty to the customer retention at Unikaale in Surabaya, customer satisfaction to the customer loyalty at Unikaale Surabaya. The results of this research confirmed that customer satisfaction (CS) has significant effect on the customer loyalty (CL) with $p < 0.001$, customer satisfaction (CS) has significant effect on the customer retention (CR) with $p < 0.001$, and customer loyalty (CL) has significant effect on customer retention (CR) with $p < 0.001$.

Keyword: customer satisfaction, loyalty, customer retention, chicken samosa

INTRODUCTION
In recent years, the level of Indonesian consumption has been increasingly high, especially in the field of culinary. This shift makes many entrepreneurs create some innovative products in the field of food and beverage. This behavioral change is the impact of the increase of MSEs in all parts of Indonesia, especially in Surabaya. As the the increase of Minimum Wage of Regency (MWR) also has an impact on the desire to get something easily and quickly. Therefore, Unikaale creates samosa chicken products made for the needs of society.