

ABSTRAK

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ANALISIS PENGARUH *SOCIAL MEDIA MARKETING*, *CORPORATE SOCIAL RESPONSIBILITY*, *SALES PROMOTION* DAN *STORE ENVIRONMENT* TERHADAP *CUSTOMER RETENTION* MELALUI *PERCEIVED VALUE* PADA PELANGGAN THE BODY SHOP PAKUWON TRADE CENTER DI SURABAYA

(160 Halaman; 12 Gambar; 40 Tabel; 4 Lampiran)

Minat masyarakat terhadap produk-produk perawatan diri dan kecantikan mengalami peningkatan di setiap tahunnya. Akibatnya, jumlah pemain di industri perawatan diri dan kecantikan ini terus meningkat. Dimana penduduk di Indonesia mencapai jumlah 269,6 juta jiwa pada 2020. Pada penelitian ini memiliki tujuan untuk menganalisis bagaimana pengaruh “Analisis pengaruh *Social media marketing*, *Corporate social responsibility*, *Sales promotion* dan *Store environment* terhadap *Customer retention* melalui *Perceived value* pada pelanggan The Body Shop Pakuwon Trade Center di Surabaya”. Dan penelitian ini diharapkan dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, dengan meningkatkan *customer retention* melalui *perceived value* dengan fokus pada yang dapat dikendalikan oleh toko *The Body Shop* yaitu *store environment* yang kemudian akan meningkatkan penjualan dari *The Body Shop*.

Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada aplikasi AMOS versi 22.0. Data akan dikumpulkan dengan melakukan pengedaran kuesioner terhadap 115 responden dengan karakteristik pria dan wanita berusia 18 - 60 tahun, bertempat tinggal di Surabaya, mengetahui social media *The Body Shop*, mengetahui kegiatan *Corporate Social Responsibility* dari *The Body Shop* serta minimal pernah membeli di toko *The Body Shop* sebanyak 2 kali dalam 12 bulan terakhir.

Pada penelitian ini hasil menunjukkan bahwa variabel variabel *Perceived value* berpengaruh signifikan terhadap *Customer retention* dengan koefisien regresi sebesar 0.341; variabel *Social media marketing* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.267 variabel *Social media marketing* berpengaruh signifikan terhadap *Perceived value* dengan koefisien regresi sebesar 0.236; Variabel *Corporate social responsibility* berpengaruh signifikan terhadap *Perceived value* dengan nilai koefisien regresi sebesar 0.250; Variabel *Corporate social responsibility* berpengaruh signifikan terhadap *Customer retention* dengan nilai koefisien regresi sebesar 0.274; Variabel *Sales promotion* tidak berpengaruh signifikan terhadap *Perceived value* dengan nilai koefisien regresi sebesar 0.147 Variabel *Sales promotion* tidak berpengaruh signifikan terhadap *Customer retention* dengan nilai koefisien regresi sebesar 0.088; Variabel *Store environment* berpengaruh signifikan terhadap *Perceived value* dengan nilai koefisien regresi sebesar 0.445; Variabel *Store environment* berpengaruh signifikan terhadap *Customer retention* dengan nilai koefisien regresi sebesar 0.232. variabel yang mempengaruhi *Customer retention* adalah *Perceived value* dengan koefisien regresi sebesar 0.341

Referensi: 70 (1994-2020).

ABSTRACT

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(Page: 160; 12 Picture; 40 Tabel; 4 Attachment)

Public interest in personal care and beauty products has increased every year. As a result, the number of players in the personal care and beauty industry continues to increase. where the population in Indonesia reaches 269.6 million people in 2020. This study aims to analyze how the influence of *Senses*, *Interior Design*, *Signage*, *Facilities*, *Atmospherics*, *Staff*, *Other Visitor's Behavior*, and *The Visitor Himself / Herself* on *Customer Loyalty* through *Emotions*. And this study hopes to provide benefits in increasing knowledge in the field of management, especially how much influence *Emotions* has in increasing *Customer Loyalty* which will then increase sales from Watsons.

Causal research and quantitative methods will be used in this study by processing data in the Causal research and quantitative methods will be used in this study by processing data in the AMOS version 22.0 application. Data will be collected by distributing questionnaires to 115 respondents with male and female characteristics aged 18 - 60 years, residing in Surabaya, knowing The Body Shop social media, knowing Corporate Social Responsibility activities from The Body Shop and at least having purchased at The Body shop. Shop 2 times in the last 12 months.

In this study the results indicate that the variable perceived value has a significant effect on customer retention with a regression coefficient of 0.341; Social media marketing variables have a significant effect on perceived value with a regression coefficient of 0.267. Social media marketing variables have a significant effect on perceived value with a regression coefficient of 0.236; Corporate social responsibility variable has a significant effect on perceived value with a regression coefficient of 0.250; Corporate social responsibility variable has a significant effect on customer retention with a regression coefficient value of 0.274; Sales promotion variable has no significant effect on perceived value with a regression coefficient value of 0.147. Sales promotion variable has no significant effect on customer retention with a regression coefficient value of 0.088; Store environment variable has a significant effect on perceived value with a regression coefficient value of 0.445; Store environment variable has a significant effect on customer retention with a regression coefficient value of 0.232. The variable that affects customer retention is perceived value with a regression coefficient of 0.341.

Reference: 70 (1994-2020).