

ABSTRAK

**PENGARUH KEPUASAN KONSUMEN, HAMBATAN BERALIH,
NILAI YANG DIPERSEPSIKAN KONSUMEN, KEPERCAYAAN
MEREK, DAN BRAND PRESTIGE TERHADAP RETENSI
KONSUMEN MYKONOS**

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Penelitian ini bertujuan untuk mengetahui: (1) kepuasan konsumen, hambatan beralih, nilai yang dipersepsikan konsumen, kepercayaan merek, dan *brand prestige* secara simultan berpengaruh terhadap retensi konsumen Mykonos, (2) kepuasan konsumen secara parsial berpengaruh terhadap retensi konsumen Mykonos, (3) hambatan beralih secara parsial berpengaruh terhadap retensi konsumen Mykonos, (4) nilai yang dipersepsikan konsumen secara parsial berpengaruh terhadap retensi konsumen Mykonos, (5) kepercayaan merek secara parsial berpengaruh terhadap retensi konsumen Mykonos, (6) *brand prestige* secara parsial berpengaruh terhadap retensi konsumen. Populasi pada penelitian ini adalah konsumen yang pernah membeli Mykonos. Sampel penelitian ini sebanyak 391 responden. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan software SPSS *statistic 25*. Hasil penelitian adalah: (1) kepuasan konsumen, hambatan beralih, nilai yang dipersepsikan konsumen, kepercayaan merek, dan *brand prestige* secara simultan berpengaruh terhadap retensi konsumen Mykonos, (2) kepuasan konsumen secara parsial berpengaruh terhadap retensi konsumen Mykonos, (3) hambatan beralih secara parsial berpengaruh terhadap retensi konsumen Mykonos, (4) nilai yang dipersepsikan konsumen secara parsial berpengaruh terhadap retensi konsumen Mykonos, (5) kepercayaan merek secara parsial berpengaruh terhadap retensi konsumen Mykonos, (6) *brand prestige* secara parsial berpengaruh terhadap retensi konsumen Mykonos.

Kata kunci: kepuasan konsumen, hambatan beralih, nilai yang dipersepsikan konsumen, kepercayaan merek, *brand prestige*.

ABSTRACT

**THE INFLUENCE OF CUSTOMER SATISFACTION, SWITCHING
BARRIERS, PERCEIVED CUSTOMER VALUE, BRAND TRUST,
AND BRAND PRESTIGE ON MYKONOS
CUSTOMER RETENTION**

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This study aims to determine: (1) the simultaneous influence of customer satisfaction, switching barriers, perceived customer value, brand trust, and brand prestige on Mykonos customer retention, (2) the partial influence of customer satisfaction on Mykonos customer retention, (3) the partial influence of switching barriers on Mykonos customer retention, (4) the partial influence of perceived customer value on Mykonos customer retention, (5) the partial influence of brand trust on Mykonos customer retention, (6) the partial influence of brand prestige on customer retention. The population in this study is consumers who have purchased Mykonos. The sample in this study is 391 respondents. The sampling technique uses a non-probability sampling method with a purposive sampling technique. The data analysis technique uses descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using SPSS Statistics 25 software. The results of the study are: (1) there is a simultaneous influence of customer satisfaction, switching barriers, perceived customer value, brand trust, and brand prestige on Mykonos customer retention, (2) there is a partial influence of customer satisfaction on Mykonos customer retention, (3) there is a partial influence of switching barriers on Mykonos customer retention, (4) there is a partial influence of perceived customer value on Mykonos customer retention, (5) there is a partial influence of brand trust on Mykonos customer retention, (6) there is a partial influence of brand prestige on Mykonos customer retention.

Keywords: customer satisfaction, switching barriers, perceived customer value, brand trust, brand prestige.