

**PENGARUH *PERCEIVED VALUE* TERHADAP *CUSTOMER RETENTION* KONSUMEN REEBOK  
(studi pada store Ciwalk)**

**Oleh :**

**Ristiani Lestari Irawan**

**Pembimbing:**

**M. Hadi Prasetyo SE.,MM**

**ABSTRAK**

Penelitian ini bertujuan untuk meneliti bagaimana *Perceived Value*, meneliti bagaimana *Customer Retention* dan untuk meneliti bagaimana pengaruh *Perceived Value* terhadap *Customer Retention*. Objek penelitian ini adalah konsumen store Ciwalk.

Metode yang digunakan adalah metode *deskriptif* dan *verifikatif*, dengan teknik pengumpulan data yaitu studi dokumentasi dan studi kepustakaan. Rancangan pengujian hipotesis menggunakan analisis regresi linier sederhana, korelasi *pearson*, koefisien determinasi, dan pengujian hipotesis uji t.

Hasil perhitungan dari analisis deskriptif menunjukkan *Perceived Value* berada dalam kategori baik sedangkan *Customer Retention* berada dalam kategori cukup baik serta korelasi *pearson* sebesar 0,749 yang menunjukkan bahwa korelasi antara *Perceived Value* dengan *Customer Retention* berada dalam tingkat hubungan yang kuat, koefisien determinasi sebesar 56,2% artinya *Perceived Value* memiliki kontribusi sebesar 56,2% terhadap *Customer Retention*, sisanya yaitu sebesar 43,8% dipengaruhi oleh variabel lain yang tidak diteliti misal kepuasan pelanggan. Hasil analisis pengujian hipotesis adalah terdapat pengaruh positif antara *Perceived Value* terhadap *Customer Retention*.

***Kata Kunci : Perceived Value, Customer Retention, dan Store Ciwalk***

***EFFECT OF PERCEIVED VALUE ON CUSTOMER RETENTION OF THE  
REEBOK CONSUMER  
(study at the Ciwalk store)***

***By:***

**Ristiani Lestari Irawan**

***Advisor:***

**M. Hadi Prasetyo SE., MM**



**ABSTRACT**

*This study aims to examine how Perceived Value, examines how Customer Retention and to examine how the influence of Perceived Value on Customer Retention. The object of this research is Ciwalk store consumers.*

*The method used is descriptive and verification method, with data collection techniques namely documentation studies and library studies. The design of hypothesis testing uses simple linear regression analysis, Pearson correlation, coefficient of determination, and testing the test hypothesis t.*

*The calculation results from descriptive analysis show Perceived Value is in a good category while Customer Retention is in a fairly good category and Pearson correlation is 0.749 which indicates that the correlation between Perceived Value and Perceived Value is in a strong relationship, the coefficient of determination is Perceived value has a contribution of 56.2% towards Customer Retention, the remainder which is equal to 43.8% is influenced by other variables not examined for example perceived Customer Satisfaction. The result of the analysis of hypothesis testing is that there is a positive influence between Perceived Values on Customer Retention.*

***Keywords: Perceived Value, Customer Retention, and Ciwalk Store***