

ABSTRACT

Fajar Riswanto, 2017; The Influence of Customer Satisfaction, Switching Barrier, and Customer Trust on Customer Retention XL Prepaid Internet Data in Jakarta. Thesis, Jakarta: Study Program of SI Management Over the Program, Concentration in Marketing, Major in Management, Faculty of Economics, State University of Jakarta.

The aim of this research is to knowing the influence of customer satisfaction, switching barrier, and customer trust on customer retention XL Prepaid internet data in Jakarta, and to knowing the influence of customer satisfaction on customer trust. Total sample are used is 200 respondents who using the XL Prabayar internet data in XPLOR Kelapa Gading Mall. The technique of analysis are used is Structural Equation Modeling with AMOS 21. The result shown that customer satisfaction has an effect on customer retention. However switching barrier and customer trust has not effect on customer retention. Besides customer satisfaction has an effect on customer trust.

Keyword: customer trust, switching barrier, customer trust, customer retention