

ABSTRAK

PENGARUH TARIF, SARANA PRASARANA, JARAK, JENIS DAN STRUKTUR TERHADAP RETENSI PELANGGAN, INFORMASI DARI WORDS OF MOUTH SEBAGAI VARIABEL MODERASI DI PT PRIMA INDONESIA LOGISTIC

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Penelitian ini bertujuan untuk menganalisis pengaruh tarif, sarana prasarana, jarak, jenis, dan struktur terhadap retensi pelanggan, serta menguji peran informasi Words of Mouth sebagai variabel moderasi pada hubungan antara variabel-variabel tersebut dengan retensi pelanggan pada Depo Petikemas Belawan/PT Prima Indonesia Logistic. Populasi penelitian adalah masyarakat pengguna Depo Petikemas di Provinsi Sumatera Utara sebanyak 200 pengguna, dengan sampel 120 responden yang ditentukan menggunakan teknik purposive sampling dengan kriteria konsumen yang telah melakukan pengiriman dan menerima pengiriman minimal 1 bulan terakhir. Metode penelitian menggunakan pendekatan kuantitatif dengan desain *cross sectional survey*, pengumpulan data melalui kuesioner (skala Likert), dan analisis data menggunakan SEM-PLS. Hasil analisis data menunjukkan bahwa tarif ($\beta=0,247$; $T=4,010$; $p=0,000$), sarana prasarana ($\beta=0,238$; $T=3,842$; $p=0,000$), jarak ($\beta=0,247$; $T=4,563$; $p=0,000$), jenis ($\beta=0,139$; $T=2,357$; $p=0,009$), dan struktur ($\beta=0,307$; $T=5,287$; $p=0,000$) berpengaruh positif dan signifikan terhadap retensi pelanggan, sedangkan informasi *Words of Mouth* tidak signifikan dalam memoderasi tarif, sarana prasarana, jarak, jenis, dan struktur terhadap retensi pelanggan.

Kata Kunci : Tarif, Sarana prasarana, Jarak, Jenis, Struktur, Retensi pelanggan, Informasi mouth to mouth

ABSTRACT

THE INFLUENCE OF TARIFFS, INFRASTRUCTURE FACILITIES, DISTANCE, TYPE, AND STRUCTURE ON CUSTOMER RETENTION, WITH WORD-OF-MOUTH INFORMATION AS A MODERATING VARIABLE AT PT PRIMA INDONESIA LOGISTIC.”

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This study aims to analyze the effects of tariffs, infrastructure, distance, type, and structure on customer retention, and to examine the role of word-of-mouth information as a moderating variable in the relationships between these variables and customer retention at the Belawan Container Depot/PT Prima Indonesia Logistic. The study population consists of 200 users of the Container Depot in North Sumatra Province, with a sample of 120 respondents selected using a purposive sampling technique based on criteria for consumers who have conducted shipments and received deliveries within the past month.

The research employs a quantitative approach with a cross-sectional survey design. Data were collected through questionnaires using a Likert scale, and data analysis was conducted using SEM-PLS. The results indicate that tariffs ($\beta = 0.247$; $T = 4.010$; $p = 0.000$), infrastructure ($\beta = 0.238$; $T = 3.842$; $p = 0.000$), distance ($\beta = 0.247$; $T = 4.563$; $p = 0.000$), type ($\beta = 0.139$; $T = 2.357$; $p = 0.009$), and structure ($\beta = 0.307$; $T = 5.287$; $p = 0.000$) have positive and significant effects on customer retention. In contrast, not all moderating effects of mouth-to-mouth information are significant in moderating the relationships between tariffs, infrastructure, distance, type, and structure and customer retention.

Keywords: *Tariff, Infrastructure, Distance; Service Type; Structure; Customer Retention; Word-of-Mouth Information*