

The Effect of Customer Loyalty Program and Customer Satisfaction on Customer Retention at Pupuk Kaltim Prima Sangatta Hospital

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Abstract

Customer retention is strategies to find new customers and existing customer maintaining strategies This study aims to analyze the influence of customer loyalty programs and customer satisfaction on customer retention at Pupuk Kaltim Prima Sangatta Hospital. The type of research conducted is quantitative research using observational studies with cross sectional study designs. The sample in this study was outpatient patients at Pupuk Kaltim Prima Sangatta Hospital, totaling 382 respondents. The results showed that there was a direct influence Customer Loyalty Program on Customer Satisfaction, Direct Effect of Customer Loyalty Program on Customer Retention, Direct Effect of Customer Satisfaction on Customer Retention, Direct and Indirect Effects Customer Loyalty Program on Customer Retention Through Customer Satisfaction at the Pupuk Pupuk Prima Hospital is very. It is recommended to the Hospital Management to increase patient satisfaction by applying and making policies and reviewing things that are still lacking, especially making improvements and can improve the quality of services that are realized with five dimensions of service quality.

Keywords: Customer Loyalty Pngram, Customer Satisfaction, Customer Retention, Patients, Hospitals.

INTRODUCTION

A hospital must be able to formulate an accurate strategy so that it can attract its patients who are increasingly critical in choosing a service provider in order to continue to grow and be able to survive in the market. The competition that arises with the rise of new private hospitals and the growing development of government hospitals actually has a positive impact on hospital users, namely making them have many choices. However, on the other hand, this condition creates intense competition between hospitals, which forces them to compete with each other to be the best, so that hospitals must develop or maintain a marketing strategy.

In the marketing strategy, we recognize two (2) types of strategies, namely strategies to find new customers and strategies to retain existing customers (customer retention). Both of these strategies can be implemented simultaneously, but the customer retention strategy deserves greater attention. This means that the organization must always strive to keep its customers satisfied and make repeat purchases.

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According to Anderson & Mittal (2000) said that customer retention is a connection between customer loyalty and profitability. Meanwhile, according to Buttle (2007) revealed that customer retention is a form of loyalty related to behavior (behavioral loyalty) which is measured based on consumer buying behavior as indicated by the high the frequency with which a consumer buys a product. Meanwhile, loyalty refers more to attitudes (attitudinal loyalty) which is measured based on the components of attitudes, beliefs, feelings and the will to make purchases. This was also conveyed by Bramulya et al (2014) that loyalty and retention are different things. These researchers believe that loyalty is an attitudinal construct or related to customer attitudes towards the company and retention is a behavioral construct or related to their behavior towards the company.

Customer retention is considered as one of the important indicators of customer loyalty and customer satisfaction are used interchangeably (Hekskett et al., 2010). Customer Retention has a direct impact on customer value with a long period of time. Customer Satisfaction is a state that includes the needs, desires, and expectations of customers that can be fulfilled through the products consumed. According to Ranaweera & Prabu (2003) Customer Satisfaction has two levels, namely high levels of satisfaction and low levels of satisfaction.

Apart from customer satisfaction, customer retention is crucial for every company because it has a positive impact on productivity and revenue growth (Dowling, 2002; Lee, SM., et al., 2019; Caruana, A., 2004). Research by Magetaf, SG., and Tomalieh, EF, (2015) states the impact of the Customer Loyalty Program on customer retention provides significant evidence that all Customer Loyalty Programs are influential in building and maintaining Customer retention. The Customer Loyalty Program includes a points system award, system reward levels, VIP benefits upfront and a non-monetary program.

Pupuk Kaltim Prima Sangatta Hospital (RSPKT-PS) is a strategic business unit (SBU) owned by PT. Kaltim Medika Utama (PT. KMU). PT. KMU consists of 4 (four) hospitals and 9 (nine) clinics spread throughout East Kalimantan Province. As much as 23% of PT. KMU (Rp. 54.502 billion) comes from RSPKT-PS. In order to continue to provide and increase revenue contributions, various strategies are needed, one of which is to try to keep customers loyal to the hospital. The loyalty program developed by the hospital is giving discounts, service after medical checkup, corporate gathering. This has been done by the hospital but monitoring and evaluation of the program is carried out so that the hospital does not yet get a clear understanding of how the program will survive. But from the results of interviews with several patients, it was found that the enthusiasm of the patients to carry out services at this hospital, due to the existence of a loyalty program such as giving discounts for certain services, patients felt very helped by this.

Meanwhile, based on data on new and old patient visits at RSPKT-PS in 2017-2019, the average percentage of new patients was 13.8% and 86.2% old (default 10%). The percentage of new and old patients has increased. This data indicates that out of a total of 291,023 patient visits over 3 years, it was dominated by old repeat patients. Although there has been an increase in patient visits in the last three years, the loyalty program developed by the hospital, namely giving discounts, service after medical checkups, corporate gatherings, has not run optimally so that this becomes a problem in the hospital. Based on the problem data, the researcher wants to conduct a study entitled "The Effect of Customer Loyalty Programs and Customer Satisfaction on Customer Retention at Pupuk Kaltim Prima Sangatta Hospital"

MATERIALS AND METHODS

Location and research design

This research was conducted at Pupuk Kaltim Prima Sangatta Hospital. This type of research is quantitative research using an observational study with a Cross Sectional Study approach.

Population and sample

The population of this study were all outpatients who received services at Pupuk Kaltim Prima Sangatta Hospital, namely 79,200 people. the sample in this study were as many as 382 respondents. The sampling technique in this study was Stratified Random Sampling.

Method of collecting data

The instrument used in data collection is a questionnaire. The questionnaire used in this study was first tested for validity and reliability. Based on the results of the validity and reliability tests using the SPSS program where of the 56 statement items in the questionnaire, all statements were declared valid and reliable.

Data analysis

Univariate analysis was carried out to get an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consisted of descriptive analysis of the characteristics of the respondents, descriptive analysis of the research variables and cross tabulation analysis between the characteristics of the respondents and the research variables. Bivariate analysis was performed to see the relationship between the two variables, namely between the independent variable and the dependent variable with the chi square statistical test used and multivariate analysis using path analysis.

RESULTS

Characteristics of respondents

Table 1 Distribution of Respondent Characteristics Based on Age, Gender, Last Education, Occupation, Distance, Number of Services at Prima Sangatta Hospital in 2022

Characteristics	Research Sample	
	N	%
Age		
26-35	209	54.7
36-45	148	38.7
46-55 =	25	6.5
Total	382	100.0
Gender		
Man	136	35.6
Female	246	64.4
Total	382	100.0
Education		
Diploma	74	19.4
Bachelor	285	74.6
Master	23	6.0
Total	382	100.0
Job		
Government employees	44	11.5
Private employees	204	53.4
entrepreneur	134	35.1
Total	382	100.0
Distance		
<5 km	59	15.4
>5km	323	84.6
Number	382	100.0
Number of Services		
<3	68	17.8
Infinity	314	82.2
Number	382	100.0

Source: Primary Data

Table 1 shows the frequency distribution of the majority of respondents at the age level of 26-35 years, namely 209

Table 3 Analysis of the Relationship between the Customer Loyalty Program and Customer Satisfaction at the Prima Sangatta Hospital in 2022

Customer Loyalty Program	Customer Satisfaction				Total		P
	satisfied		less satisfied		N	%	
	n	%	n	%			
Good	246	91.1%	24	8.9%	270	100.0	0.000
Not Good	41	36.6%	71	63.4%	112	100.0	
Total	287	75.1	95	24.9	382	100.0	

Source: Primary Data

respondents (54.7%). In terms of gender, the majority of respondents were female, namely 246 respondents (64.4%). Based on recent education, most of the respondents had bachelor's degrees, namely 285 respondents (74.9%). Judging from the work, most of the respondents were private employees, namely as many as 204 respondents (53.4%). Judging from the distance, most of the respondents were >5 km, namely 323 respondents (84.6%). Based on the number of services, most of the respondents came to infinity, namely as many as 314 respondents (82.2%).

Table 2. Frequency Distribution of Each Category of Research Variable at Prima Sangatta Hospital in 2022

Variable	Research Sample	
	N	%
Customer Loyalty Program		
Good	270	70.7
Not Good	112	29.3
Total	382	100.0
Customer Retention		
High	291	76.2
Low	91	23.8
Total	382	100.0
Customer Satisfaction		
satisfied	287	75.1
less satisfied	95	24.9
Total	382	100.0

Source: Primary Data

Table 2 describes the percentage of respondents' assessment of the research variables. The results revealed that some respondents expressed perceptions in the good category on the Customer Loyalty Program variable as many as 270 respondents at 70.7%, on the high category Customer Retention variable as many as 291 respondents at 76.2% and Customer Satisfaction stated that they were satisfied as many as 287 respondents at 75.1%.

Bivariate Analysis

a. Analysis of Chi Square Customer Loyalty Program with Customer Satisfaction at Prima Sangatta Hospital in 2022

there is a relationship between the Customer Loyalty Program and Customer Satisfaction at RSPKT Prima Sangatta in 2022.

The results of the statistical test using the Chi Square test obtained a value of $p = 0.000$, because the value of $p < \alpha = 0.000 < 0.05$ H_0 was rejected and H_a was accepted, then

b. Cross tabulation analysis and Chi Square Customer Loyalty Program with Customer Retention

Table 4 Analysis of the Relationship between the Customer Loyalty Program and Customer Retention at the Prima Sangatta Hospital in 2022

Customer Loyalty Program	Customer Retention				Total		P
	High		Low		N	%	
	n	%	n	%			
Good	224	83.0	46	17.0	270	100.0	0.000
Not Good	67	59.8	45	40.2	112	100.0	
Total	291	76.2	91	23.8	382	100.0	

Source: Primary Data

The results of the statistical test using the Chi Square test obtained a value of $p = 0.000$, because the value of $p < \alpha = 0.000 < 0.05$ H_0 was rejected and H_a was accepted, then there is a relationship between the Customer Loyalty

Program and Customer Retention at RSPKT Prima Sangatta in 2022.

c. Cross tabulation analysis and Chi Square Customer Satisfaction with Customer Retention

Table 5 Analysis of the Relationship between Customer Satisfaction and Customer Retention at the Prima Sangatta Hospital in 2022

Customer Satisfaction	Customer Retention				Total		P
	High		Low		N	%	
	n	%	n	%			
satisfied	235	81.9	52	18.1	287	100.0	0.000
Less satisfied	56	58.9	39	41.1	95	100.0	
Total	291	76.2	91	23.8	382	100.0	

Source: Primary Data

The results of the statistical test using the Chi Square test obtained a value of $p = 0.000$, because the value of $p < \alpha = 0.000 < 0.05$ H_0 was rejected and H_a was accepted, then there is a relationship between customer satisfaction and customer retention at the Prima Sangatta Hospital in 2022.

the customer loyalty program on customer satisfaction with a magnitude of 0.574, which means that if the customer loyalty program increases by 1 point, customer satisfaction will increase by 0.574 points. The effect of the customer loyalty program on customer retention obtained a value of $p = 0.005 < 0.05$, which means that there is a direct effect of the customer loyalty program on customer retention with a magnitude of 0.170, which means that if the customer loyalty program increases by 1 point, customer retention will increase by 0.170 points. Meanwhile, the effect of customer satisfaction on customer retention was obtained by a value of $p = 0.026 < 0.05$, which means that there is a direct effect of customer satisfaction on customer retention with a magnitude of 0.135, which means that if customer satisfaction increases by 1 point, customer retention will increase by 0.135 points. In the indirect effect of brand image on patient loyalty through patient satisfaction with a coefficient = 0.077.

Path Analysis

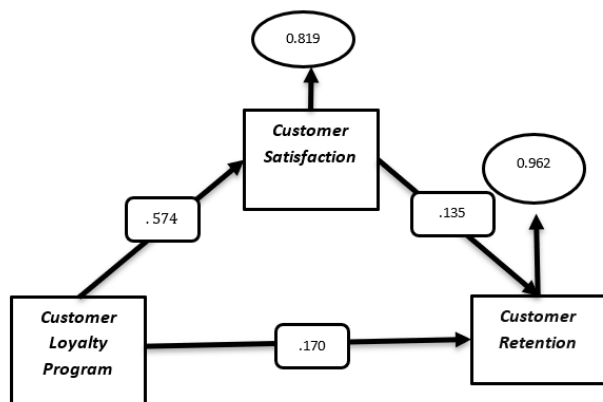


Figure 1 Customer loyalty program analysis of customer retention through customer satisfaction

Figure 1 shows the direct and indirect effects on exogenous and endogenous variables. The effect of the customer loyalty program on customer satisfaction obtained a value of $p = 0.000 < 0.05$, which means that there is a direct effect of

DISCUSSION

Research hypothesis 1 (H1) states that the Customer Loyalty Program directly affects Customer Satisfaction in Outpatient Installations. Based on the statistical analysis conducted, it is known that the Customer Loyalty Program has a direct effect on Customer Satisfaction. A significant effect is also indicated by a significance value of 0.547 so that in this case

research hypothesis 1 (H1) is accepted.

Based on the results of the Customer Loyalty Program indicator, it can be seen that the majority of respondents stated that they strongly agreed with the statement "Products/special services offered by the hospital are very useful (such as giving discounts, services after medical checkups, corporate gatherings)" of 36.1%, statements of agreement "Para officers do not discriminate between patients/treat patients fairly (such as giving discounts, after-medical checkup services, corporate gatherings)" of 64.7%, and statements namely "Health workers explain the purpose of medical tests that patients undergo (such as giving discounts, service after medical checkup, corporate gathering)" of 64.4%.

The use of loyalty programs as a powerful relationship marketing tool is becoming popular for driving customer loyalty. The use of loyalty programs can introduce benefits for customers and companies. Customer loyalty is an important issue for the success of any retail organization, because it is known that attracting new customers is more expensive than keeping existing ones. Relationship marketing aims to create customers for life because when customers have a relationship with a company, they are ready to forget about other competitors' offerings. Customers are motivated to do so because it gives them greater efficiency in decision making, reduces information processing, achieves greater cognitive consistency in decisions, and reduces the perceived risk associated with future decisions.

(Singh & Imran 2012) To build a loyal customer company uses some type of loyalty program. Loyalty programs need to be designed with more targeted rewards, differing according to different groups of members based on their value, and they need to provide greater value at higher tiers of customer value, rewarding the best customers to drive higher spending levels. To do that, organizations need to understand the needs and behavior of their customers, by creating customer profiles with relevant data on customer interactions to have a complete picture of customer preferences.

The Customer Loyalty Program is a structured marketing effort that rewards, and also encourages loyal buying behavior, which is potentially beneficial for the company (Magatef, 2015). When running a business, the customer factor is the main factor that needs to be considered carefully because basically the goal of a business is to create satisfied customers. Customers have expectations about the feelings they want to feel when they complete a transaction or when they use the goods they buy or when they enjoy the services they have paid for. It is very important for market participants to be able to meet the needs and expectations of their customers. A company can produce customer satisfaction by meeting customer needs and expectations more than what customers imagine. Based on the results of Trisnawati's research (2020) it shows that the customer loyalty program has a positive and significant influence on

customer satisfaction. These results mean that the more attractive the loyalty programs held by Shopee can increase the satisfaction of its users. The results of this study are in line with previous research conducted by Sari (2009) where the results of this study are that the customer loyalty program has a significant effect on customer satisfaction.

Research hypothesis 2 (H2) states that the Customer Loyalty Program directly affects Customer Retention in Outpatient Installations. Based on the statistical analysis conducted, it is known that the Customer Loyalty Program has a direct effect on Customer Retention. A significant effect is also indicated by a significance value of 0.170 so that in this case research hypothesis 2 (H2) is accepted.

The results of the Customer Retention indicator can be seen that the majority of respondents agreed to the statement "I will retell my experiences while undergoing treatment at this hospital to other people" by 72.5%, the statement "As long as this hospital exists, I will continue to use the services of this hospital" by 73.8%, and the statement of disapproval is "If one day my family or friends need health services, I am willing to recommend them to come to this hospital" of 66.5%, the statement "For me, this hospital is the best place for treatment" of 73.3 %.

Customer Retention in accordance with Loyis (2009) will be a lot of me to go to the same time as a product of the products and products that are in the extent that the products are not very much. Customer retention is considered as one of the important indicators of customer loyalty and is used interchangeably. According to Anderson & Mittal, customer retention is the link between customer loyalty and profitability. According to Ramakrishnan in Molapo and Mukwada (2011) Customer Retention is customer retention as a marketing objective of preventing customers from going to other competitors. Customer Retention has a direct impact on customer value with a long period of time.

Based on the results of Trisnawati's research (2020), it shows that the customer loyalty program variable has a positive and significant effect on customer retention. These results explain that the more attractive the loyalty programs held by Shopee, of course, will make Shopee users stick with using Shopee. The results of this study are in line with previous research conducted by Magatef and Tomalieh (2015) entitled "The Impact of Customer Loyalty Programs on Customer Retention". The results of the study show that the customer loyalty program has a positive and significant effect on customer retention.

The customer retention program is one of the main cores of CRM activities, while one of the implementations of the customer retention strategy is the Loyalty Program. In this regard, companies can design loyalty programs that are suitable for their customers. Customer retention is defined as repeated protection from a marketer or supplier by a customer. Ranaweera & Prabhu (2003) defines customer retention as the tendency of customers to stick with the same service provider in the future. According to Berry and Linoff (2004) customer retention is a customer's estimate of

survival with the same company.

Research hypothesis 3 (H3) stated that Customer Satisfaction directly affects Customer Retention in Outpatient Installations. Based on the statistical analysis conducted, it is known that Customer Satisfaction has a direct effect on Customer Retention. A significant effect is also indicated by a significance value of 0.135 so that in this case research hypothesis 3 (H3) is accepted.

The results of the Customer Satisfaction indicator can be seen that the majority of respondents agreed to the statement "I will retell my experiences while undergoing treatment at this hospital to other people" by 72.5%, the statement "As long as this hospital exists, I will continue to use the services of this hospital" by 73.8%, and the statement of disapproval is "If one day my family or friends need health services, I am willing to recommend them to come to this hospital" of 66.5%, the statement "For me, this hospital is the best place for treatment" of 73.3 %.

Tanjung's research (2017) shows that customer satisfaction has a significant effect on customer retention. This research suggests to improve the quality of service. So that customers can feel a positive experience of the service and have the desire to remain with the company, it must be able to increase and increase its promotions. The results of Kumalasari's research (2013) are that the customer satisfaction variable has a significant effect on switching barriers, customer satisfaction has a significant effect on customer retention, and the switching barriers variable has a significant effect on customer retention. Based on the research results, it can be concluded that Customer Satisfaction influences Customer Retention both directly and indirectly through Switching Barriers.

The results of this study, Ling (2012) confirm that there is a significant positive relationship between customer satisfaction, customer trust and switching barriers to customer retention in customers in Malaysia. In addition, this research also confirms that there is a direct relationship between customer satisfaction and customer trust in Malaysia. Research conducted by Alshurideh, Masa'deh and Alkurdi (2012) shows that customer satisfaction directly affects customer retention and causes customers to repurchase.

Research hypothesis 4 (H4) states that there is a direct and indirect effect of the Customer Loyalty Program on Customer Retention through Customer Satisfaction. Based on the statistical analysis conducted, it is known that the Customer Loyalty Program for Customer Retention through Customer Satisfaction at the Outpatient Installation at Pupuk Kaltim Prima Sangatta Hospital. A significant effect is also indicated by a significance value of 0.077 so that in this case the research hypothesis 4 (H4) is accepted.

The level of customer satisfaction is a factor that must be considered by companies where maintaining customer satisfaction from time to time will create good relationships with customers. This is also supported by Kotler's statement

in Danesh et al. (2012) who said that the key to customer retention is to achieve customer satisfaction. The higher the level of customer satisfaction, the better the customer retention (Ranaweera and Prabhu, 2003).

Retention is an important part of customer development, because repeat customers spend more with the company than its competitors, thereby supporting profitable growth (Hansemark and Albinsson, 2004). This is because old customers pay less attention to competitors' brands and advertisements, are less sensitive to price and give good news by word of mouth. So that efforts to retain customers can be used by the company as a strategy in maintaining sales and profitability levels (Assauari, 2013).

Previous studies have shown that simply satisfying customers is not enough to ensure sustainable and profitable customer relationships in today's turbulent and competitive global market (Wen et al., 2017). Satisfied customers may still display switching behavior and buy products or services from other competitors because customers have the freedom to make their choices. Switching customers can have an adverse effect on a company's market share, profitability, viability, and revenue in the future (Ganesh et al. in Han et al., 2009). But companies can use other alternatives to be able to continue to retain their customers, namely by creating a switching barrier strategy (Diaz, 2017). Although there is research showing that dissatisfied customers tend to leave their current provider, recent research shows that dissatisfied customers do not always switch to other service providers because switching barriers act as significant barriers to switching (Jones et al., 2000; Pulubuhu, et.al 2018; Ulfa, et.al 2020).

CONCLUSIONS AND RECOMMENDATIONS

The results showed that there was a direct effect of the Customer Loyalty Program on Customer Satisfaction, a direct effect of the Customer Loyalty Program on Customer Retention, a direct effect of Customer Satisfaction on Customer Retention, direct and indirect effects of the Customer Loyalty Program on Customer Retention through Customer Satisfaction at Pupuk Kaltim Prima Hospital Veryta. It is suggested to the hospital management to increase patient satisfaction by implementing and making policies and reviewing things that are still lacking, especially making improvements and being able to improve service quality which is manifested by five dimensions of service quality.

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