

THE EFFECT OF CUSTOMER VALUE AND BRAND AWARENESS ON CUSTOMER RETENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE

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Abstract: This research was conducted to analyze more deeply the influence of customer value and brand awareness on customer retention with customer satisfaction as a mediating variable. The survey data used in this research is based on the results of a questionnaire distributed online using a Google form consisting of 18 questions and filled in by 291 respondents. The data was then processed using AMOS version 23. The results of this research prove that customer value and brand awareness have a positive and significant effect on customer retention with customer satisfaction as a mediating variable. It is hoped that the results of this research will bring positive benefits to various parties, namely for business owners and the world of fast commerce as well as for science in theory development. This research has sample and time limitations. So it can be a suggestion for further research to conduct research with a larger sample and at a different time. So it is recommended for future researchers to dig deeper into the scope of quick commerce, research over a wider area and use different research methods.

Keywords: customer value, brand awareness, customer satisfaction, customer retention

INTRODUCTION

In recent times, especially since the mid-1990s when the internet and computers experienced significant advancements, technology as a tool for humans has also progressed rapidly, resulting in global-scale changes, including in business marketing activities (Ratchford, 2020). The current marketing concept has reached the level of Marketing 4.0 (Dash et al., 2021). Marketing 4.0 adds the customer path from 4A (Aware, Attitude, Act, and Act Again) to 5A (Aware, Appeal, Ask, Act,

and Advocate), allowing for a deeper understanding of customer behavior after purchase and measuring customer retention (Kotler et al., 2017).

The earliest marketing concept was referred to as Marketing 1.0, which emphasized the focus on products (product-centric). The goal of this marketing approach was to sell as many products as possible without considering what consumers truly needed (Fuciu and Dumitrescu, 2018). Increased product competition led to the emergence of Marketing 2.0, which

centered around customers (customer-centric marketing). At this level, marketing aimed to touch the hearts of consumers, although consumers were still seen as passive objects not actively engaged in marketing activities. Further development gave rise to the concept of Marketing 3.0, which emphasized Human-Centric Marketing. Marketing 3.0 encouraged consumers to participate in building the vision, mission, and values of a product. Marketing 4.0, also known as New Age Marketing, deepens and expands the concepts of Marketing 3.0 to include aspects of the customer journey (customer experience).

Customer retention involves converting short-term consumer transactions into long-term customer relationships for the benefit of the customers rather than switching to other companies (Schiffman and Wisenblit, 2019). In the digital economy era, where consumers are inundated with various information, the ability to build customer retention becomes a key competitive concept for companies (Han et al., 2020). Customer retention costs less than acquiring new customers (Min, Zhang, Kim, and Srivastava, as cited in Adzoyi, Blomme, and Honyenuga, 2018). Therefore, customer retention can help companies maintain profits and generate loyal customers (Zeithaml, as cited in Sigit Parawansa, 2018).

Consumers tend to evaluate the perceived value of the amount of money spent on obtaining a product or service

and the benefits received in return (Hanaysha, 2018). Customers who perceive a higher value received compared to the cost incurred will feel satisfied, leading to customer retention. Therefore, customer retention is achieved by building customer value (Kabue, 2020).

However, in the competitive marketing world of today, creating customer value alone is not enough to achieve customer retention (Sopiyan, 2021). Customer value depends on customer experience, meaning that value can be felt when it is created (Kotler and Armstrong, as cited in Gaulé and Jovarauskiene, 2022). The shift from the 4A customer path to the 5A customer journey influences the value delivered to customers. In the 5A customer journey, companies must distinguish themselves from competitors and create customer touchpoints with the goal of creating loyal customer advocates (those who recommend products/services to others) (Kotler et al., 2017), which will result in relational benefits for customers.

Brand awareness is the ability of consumers to recognize or recall a brand based on a specific product category. Brand awareness aims to measure how many consumers can recognize or remember a brand within a category. The greater the ability of consumers to recognize a brand, the easier it is for potential consumers to make purchase decisions about that brand (Sitorus et al.,

2020). In the pre-connectivity era (4A), consumers individually determined their attitudes toward brands. However, in the connectivity era (5A), consumers determine their attitudes toward brands with the influence of society (Kotler et al., 2017). Nevertheless, research conducted by Hsu and Chen (2018) has shown that high brand awareness alone is not sufficient to create a positive perception of customer value.

Previous research has demonstrated that customer satisfaction is a crucial determinant of customer retention (Fornell, as cited in Darzi and Bhat, 2018). Customer retention depends on multiple processes of continuous satisfaction improvement, and therefore, customer satisfaction greatly contributes to retaining customers (Chigozie, 2018).

In summary, it can be concluded that customer retention, customer satisfaction, customer value, and brand awareness are crucial in the marketing world. There is a close relationship between customer satisfaction and customer retention. Based on previous research and the current phenomena, this study aims to examine the relationship between Customer Value and Brand Awareness on Customer Retention, with Customer Satisfaction as a mediator.

Quoting Delivery Hero (2020), delivery shopping is divided into three generations: commerce, e-commerce, and quick commerce. Commerce, as the

first generation, involves customers physically visiting stores and engaging in face-to-face transactions with sellers. As previously mentioned, internet developments have influenced consumer behavior and shaped the concept of Marketing 4.0 (Jimenez et al., 2019), where the internet encourages customers to shop electronically from home and have their goods delivered anywhere they desire. However, the COVID-19 pandemic, which restricted people's movement, has led to changes in customer expectations. Consumers have started exploring online channels for shopping, giving rise to quick commerce (JM Financial Institutional, 2022). This is supported by a survey conducted by Populix in November 2022, which stated that 87% of Indonesians actively shop through quick commerce channels (Populix, 2022).

PT Astro Technology, operating under the Astro brand, in Jakarta, Depok, Tangerang, and Bekasi, is one of the quick commerce businesses that emerged during the COVID-19 pandemic. They offer 3000 menu items in one application, including food ingredients, hygiene products, and medicines, with 24-hour service throughout the year, delivering orders to customers within 15 to 30 minutes after a transaction. However, despite offering several advantages over competitors, only 6% of 1,046 customers chose to use Astro compared to other quick commerce platforms (Populix, 2022).

Table 1. Number of Users and Years of Operation of Quick Commerce in Indonesia

	Jumlah Pengguna (Populix, 2022)	Tahun Beroperasi
Go Mart	60%	2016
Tokopedia Now	47%	2021
Grab Mart Kilat	47%	2022
Blibli Mart	21%	2018
Segari	16%	2020
Allo Fresh	13%	2021
Tani Hub	12%	2016
Sayur Kilat	8%	2021
Astro	6%	2021
Bananas	5%	2022

Based on the above phenomena and explanations, researchers are interested in making PT Astro Technology as research material by examining the relationship between Customer Value and Brand Awareness of Customer Retention mediated by Customer Satisfaction with regional boundaries in the Jakarta, Depok, Tangerang and Bekasi areas.

RESEARCH METHODOLOGY

Research Design

According to Sekaran and Bougie (2019), research design is a plan for collecting, measuring and analyzing data based on statements from a study.

Based on Sugiyono (2019), quantitative research methods are research that meets scientific requirements, namely measurable, concrete, objective and systematic with organized, systematic, critical and objective steps on problems that have

been formulated so that the data produced through research is accurate and consistent so that it can be used to study certain populations and samples and emphasize testing theories that apply statistical procedures.

This type of research is hypothesis testing, that is, testing to accurately determine null hypotheses and alternative hypotheses. In addition, testing this hypothesis is casual, namely looking for relationships between variables (Sekaran & Bougie, 2016).

This study uses a correlational method quantitative research design with cross sectional (according to Sekaran and Bougie (2019) cross sectional is a condition where research answers will be collected at a certain point in time over the entire population of predetermined samples) and limited samples with the aim of examining Customer Retention variables with the overall title of Effect "Customer Value

and Brand awareness of customer retention with customer satisfaction as a mediation variable".

The source of data in this study is the main data source, which comes from collecting respondent data with questionnaires that will be distributed to Astro service customers with the condition that at least one transaction on the Astro application domiciled in Jakarta, Depok, Tangerang and Bekasi and subordinate data derived from literature studies so as to achieve the purpose of this study where researchers want to discuss more deeply about the topic of customer retention against Astro users.

Population and Sample

Population

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics based on research criteria to be studied and conclusions drawn. Population is not just a number, but includes all characteristics of subjects or objects (Sugiyono, 2018). The population in this study is Astro service users domiciled in Jakarta, Depok, Tangerang and Bekasi. The population criteria for this study are users aged 17 to 55 years and have used Astro services at least once.

Sample

In quantitative research, a sample is part of the number and characteristics of a population. If the population is determined in a large-scale study, then the researcher can use a sample of the

population. The results obtained from the sample will apply to the population, therefore the sample must be truly representative. Hair et al. (2020) states that the minimum sample size is 100-200 samples, and then the minimum number of respondents is the number of indicators multiplied by 5-10 times. This study has a total of 18 indicators with a total of 291 respondents.

Data Sources and How Samples Are Formed

According to Sekaran and Bougie (2019), there are two types of data sources in the study, namely main data and subordinate data. The main data in this study is the results of questionnaires by resource persons, while subordinate data in this study comes from literature reviews in the form of literature books and journals related to previous research. Sekaran and Bougie (2019) also explained that there are two types of data collection methods, namely probability sampling methods and non-probability sampling methods. This study uses a non-probability sampling method with a judgemental nature, which is a method that does not give hope to each member of the population selected as a sample member.

Research Instrument Testing

Validity Test

According to Sugiyono (2019), validity is accuracy data between the data that occurs in the research object and the data reported by the researcher. If the researcher reports data that does not match what happened to the object,

then the data is invalid. According to Pardede and Manurung (2015), validity is the accuracy of a measuring instrument. Hair in Pardede and Manurung (2015) also explains, an indicator deserves to be stated as a constituent of variables if the loading factor is above 0.5, but ideally is above 0.7.

Reliability Test

Sekaran and Bougie (2019) stated that reliability tests are used to test how consistent and stable a measuring instrument is. Reliability test is a measure of the consistency of variable indicators in indicating general formation variables. A research measurement tool is said to be reliable if the subject's answers are consistent over time (Pardede and Manurung, 2015). In addition, reliability tests are used to test the ability of research instruments to measure without errors with results that are always consistent even though they are used by different people or in different places to measure the same thing (Sugiyono, 2007). The reliability test in this study was conducted by assessing construct reliability in SEM. A research instrument is considered reliable if the limit value of the acceptable level of reliability is construct reliability > 0.7 . While reliability of $0.6 - 0.7$ is still acceptable (Ghozali, 2012). In addition, an acceptable AVE value is a minimum AVE of > 0.5 (Hair in Sofyan Yamin, 2014)

Data Analysis Techniques

This study uses the structural equation modeling (SEM) method which

uses AMOS (Analysis Moment of Structural) version 23. The SEM test is a combination of two separate statistical methods, namely factor analysis and simultaneous equation models. SEM tests are useful for solving multilevel models together (Ghozali, 2004). This study used the SEM Test to show the relationship between variables as well as test customer satisfaction, Astro affects customer value and brand awareness of customer retention.

RESULTS OF RESEARCH AND DISCUSSION

Test Instruments

In the instrument test, there are three criteria that must be met, namely validity test, reliability test and goodness of fit test.

Test Data Validity

According to Sugiyono (2019), validity is accuracy data between the data that occurs in the research object and the data reported by the researcher. If the researcher reports data that does not match what happened to the object, then the data is invalid.

According to Pardede and Manurung (2015), validity is the accuracy of a measuring instrument. Hair in Pardede and Manurung (2015) also explain that an indicator deserves to be stated as a constituent of variables if the loading factor is above 0.5, but ideally is above 0.7.

Table 2. Test Data Validity

Variable	Indicator	Loading Factor	Information
Customer Value	CV1	0,721	Valid
	CV2	0,800	Valid
	CV3	0,781	Valid
	CV4	0,757	Valid
Brand Awareness	BR1	0,726	Valid
	BR2	0,724	Valid
	BR3	0,783	Valid
Customer Satisfaction	CS1	0,701	Valid
	CS2	0,734	Valid
	CS3	0,763	Valid
	CS4	0,712	Valid
	CS5	0,700	Valid
	CS6	0,731	Valid
	CS7	0,715	Valid
Customer Retention	CR1	0,636	Valid
	CR2	0,736	Valid
	CR3	0,773	Valid
	CR4	0,714	Valid

Based on the table above, all indicators are considered valid because the loading factor value passes 0.5

Data Reliability Test

Sekaran and Bougie (2019) stated that reliability tests are used to test how consistent and stable a measuring instrument is. Reliability test is a measure of the consistency of variable indicators in indicating general formation variables. A research measurement tool is said to be reliable if the subject's answers are consistent over time (Pardede and Manurung, 2015). In addition, reliability tests are used to test the ability of research instruments to measure

without errors with results that are always consistent even though they are used by different people or in different places to measure the same thing (Sugiyono, 2007). The reliability test in this study was conducted by assessing construct reliability in SEM. A research instrument is considered reliable if the limit value of the acceptable level of reliability is construct reliability > 0.7. While reliability of 0.6 – 0.7 is still acceptable (Ghozali, 2012). In addition, an acceptable AVE value is a minimum AVE of > 0.5 (Hair dalam Sofyan Yamin, 2014)

Table 3. Data Reliability Test

No	Variable	Indicator	Loading Factor	Standard Loading	Measurement Error	CR	AVE
1	CV	CV 1	0,721	0,519841	0,480159	0,850	0,586
		CV 2	0,800	0,64	0,36		
		CV 3	0,781	0,609961	0,390039		
		CV 4	0,757	0,573049	0,426951		
		∑	3,059	2,342851	1,657149		
		∑ KUADRAT	9,357481				
2	BA	BA 1	0,726	0,527076	0,472924	0,789	0,555
		BA 2	0,724	0,524176	0,475824		
		BA 3	0,783	0,613089	0,386911		
		∑	2,233	1,664341	1,335659		
		∑ KUADRAT	4,986289				
3	CS	CS 1	0,701	0,491401	0,508599	0,884	0,522
		CS 2	0,734	0,538756	0,461244		
		CS 3	0,763	0,582169	0,417831		
		CS 4	0,712	0,506944	0,493056		
		CS 5	0,700	0,49	0,51		
		CS 6	0,731	0,534361	0,465639		
		CS 7	0,715	0,511225	0,488775		
		∑	5,056	3,654856	3,345144		
∑ KUADRAT	25,563136						
4	CR	CR 1	0,636	0,404496	0,595504	0,808	0,513
		CR 2	0,736	0,541696	0,458304		
		CR 3	0,773	0,597529	0,402471		
		CR 4	0,714	0,509796	0,490204		
		∑	2,859	2,053517	1,946483		
		∑ KUADRAT	8,173881				

Based on the table above, the indicators in this study are declared reliable because the CR value or construct reliability > 0.7 and the AVE value > 0.5.

Goodness Of Fit (GOF) Test

Model conformity test or goodness of fit is a test that describes the fit between structural models against criteria (Pardede and Manurung, 2015). Goodness of fit measures the conformity of observational inputs to model

predictions. The step that must be taken before assessing the suitability of structural models is to assess the data to be processed assuming structural

equation models, namely independent data observation, respondents randomly selected, and linear relationship linkages (Ghozali, 2015).

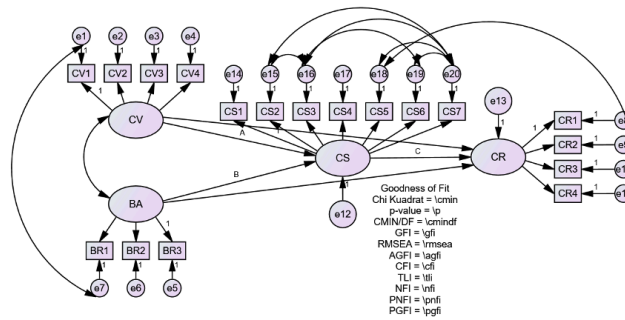


Figure 1. Model Measurement Results

After obtaining the output of the results of data processing carried out using the AMOS 23 program, and paying attention to the boundaries that

represent these conditions, measurements in AMOS show the following results:

Table 4. Goodness Of Fit Test

Goodness Of Fit Index	Cut Off Value	Result	Model Evaluation
Chi Square	The smaller the better	199,085	good fit
CFI	≥ 0,95	0,97	good fit
RMSEA	≤ 0,08	0,47	good fit
AGFI	≥ 0,09	0,926	good fit
TLI	≥ 0,90	0,962	good fit

Based on the table above, the results of the research model were declared good fit by looking at the chi square value of 199.085, CFI with a value of 0.97, RMSEA with a value of 0.47, AGFI with a value of 0.926, TII with a value of 0.962. From these values, it can be concluded that there are 5 good fit

values so that the form of research can be continued to the next method.

Hypothesis Testing Results
Hypothesis Testing Results

Hypothesis Test is useful for identifying hypotheses that have previously been prepared based on theoretical studies that have similarities with the results of data processing

through the AMOS calculation tool. Hypothesis testing is carried out based on the magnitude of the critical ratio or p-value. In testing the hypothesis, a

critical ratio (CR) and p-value are needed to see how much influence one variable has on other variables.

Table 5. Standarized Regression Weight

Independent Variables	Mediation Variables	Variable Dependent	Path Coefficient		
			Estimate	C.R.	P-value
CV		CS	0,395	5,555	0,000
BA		CS	0,504	6,629	0,000
CV		CR	0,086	1,215	0,225
BA		CR	0,039	0,481	0,631
CS		CR	0,782	6,816	0,000
CV	CS	CR	0,3089	4,476	0,000
BA	CS	CR	0,3941	5,430	0,000

Based on the table above, there are 5 accepted hypotheses by fulfilling the $CR \geq 1.96$ and $p\text{-value} \leq 0.05$.

However, there are 2 hypotheses that are rejected because they do not meet the conditions mentioned above.

Table 6. Result of Hypothesis Test

Hipotesis	Estimate	C.R.	p-value	Keputusan
H1: Customer value has a positive and significant effect on customer satisfaction	0,395	5,555	0,000	Accepted
H2 : Brand awareness has a positive and significant effect on customer satisfaction	0,000	6,629	0,000	Accepted
H3 : Customer value has a positive and significant effect on customer retention	0,086	1,215	0,225	Rejected
H4 : Brand Awareness has a positive and significant effect on customer retention	0,039	0,481	0,631	Rejected
H5 : Customer satisfaction has a positive and significant effect on customer retention	0,782	6,816	0,000	Accepted
H6 : Customer value has a positive and significant effect on customer retention through customer satisfaction mediation variables	0,309	4,476	0,000	Accepted
H7: Brand awareness has a positive and significant effect on customer retention through customer satisfaction mediation variables	0,394	5,430	0,000	Accepted

H1: Customer value has a positive and significant effect on customer satisfaction

The first hypothesis proves that customer value has a positive and significant effect on customer satisfaction. Based on the table above, the result of the CR (critical ratio) value obtained from H1 is 5.555 and the p-value is 0.000. This result has qualified CR which is above 1.967 and p-value which is below 0.05. There is also an estimate coefficient value of 0.359. Thus, it is stated that the first hypothesis is accepted.

H2 : Brand awareness has a positive and significant effect on customer satisfaction

The second hypothesis proves that brand awareness has a positive and significant effect on customer satisfaction. Based on the table above, the result of the CR value (critical ratio) obtained from H2 is 6.629 and the p-value is 0.000. This result has qualified CR which is above 1.967 and p-value which is below 0.05. There is also an estimate coefficient value of 0.359. Thus, it is stated that the second hypothesis is accepted.

H3 : Customer value has a positive and significant effect on customer retention

The third hypothesis proves that customer value has a positive effect on customer retention. Based on the table above, the result of the CR value (critical ratio) obtained from H3 is 1.215 and the

p-value is 0.225. Then it is known that H3 does not meet the specified CR and p-value requirements . This is because the CR value is below 1.967, the p-value is above 0.05 and the estimate value is 0.086. Then it can be concluded that the third hypothesis is rejected.

H4 : Brand Awareness has a positive and significant effect on customer retention

The fourth hypothesis proves that brand awareness has a positive effect on customer retention. Based on the table above, the result of the CR value (critical ratio) obtained from H3 is 0.481 and the p-value is 0.631. Then it is known that H4 does not meet the specified CR and p-value requirements . This is because the CR value is below 1.967, the p-value is above 0.05 and the estimate coefficient value is 0.086. Then it can be concluded that the fourth hypothesis is rejected.

H5: Customer satisfaction has a positive and significant effect on customer retention

The fifth hypothesis proves that customer satisfaction has a positive and significant effect on customer retention. Based on the table above, the result of the CR (critical ratio) value obtained from H5 is 6.816 and the p-value is 0.000. This result has qualified CR which is above 1.967 and p-value which is below 0.05. There is also an estimate coefficient value of 0.782. Thus, it is stated that the fifth hypothesis is accepted.

H6: Customer value has a positive and significant effect on customer

retention through customer satisfaction mediation variables

The sixth hypothesis proves that customer value has a positive and significant effect on customer retention with customer satisfaction as a mediation variable. Based on the table above, the result of the CR (critical ratio) value obtained from H6 is 4.476 and the p-value is 0.000. This result has qualified a CR that is above 1.967 and a p-value that is below 0.05. There is also an estimate coefficient value of 0.309. Thus, it is stated that the sixth hypothesis is accepted.

H7: Brand awareness has a positive and significant effect on customer retention through customer satisfaction mediation variables

The seventh hypothesis proves that brand awareness has a positive and significant effect on customer retention with customer satisfaction as a mediation variable. Based on the table above, the result of the CR (critical ratio) value obtained from H6 is 5.430 and the p-value is 0.000. This result has qualified a CR that is above 1.967 and a p-value that is below 0.05. There is also an estimate coefficient value of 0.394. Thus, it is stated that the seventh hypothesis is accepted.

DISCUSSION

The Influence of Customer Value on Customer Satisfaction

Based on the discussion above, the first hypothesis of this study shows the

results that the hypothesis is accepted. The accepted hypothesis is caused by a number of factors. The main factor is because Astro provides quality service in the eyes of respondents, resulting in the achievement of satisfaction for customers. This is reflected in the CR value of 5.555 and the p-value of 0.000. Then the customer value variable affects customer satisfaction. The findings in this study are also in line with research conducted by Herman (2020) in a journal entitled *The Relationship between Customer Value and Customer Satisfaction in Face to Face Tutorials* which states that customer value has a positive and significant effect on customer satisfaction, but contrary to the results of research by Riel and Pura (2005) in Uzir et al. states that there is little or almost no correlation between customer value and customer satisfaction. The results in the research that researchers are currently conducting show that the higher the customer value that is met, the higher the customer satisfaction that will be achieved. Conversely, the lower the customer value that is fulfilled, the lower the level of customer satisfaction.

The Influence of Brand Awareness on Customer Satisfaction

Based on the discussion above, the hypothesis of these two studies shows the results that the hypothesis is accepted. The accepted hypothesis is caused by a number of factors. The main factor is because Astro is top of mind for

respondents, where when respondents think of quick commerce services, the first thing that will come to their mind is the Astro Brand. This is reflected in the CR value of 6.629 and the p-value of 0.000. In line with the results of research conducted by Ilyas et al. (2020) in a study entitled Reflective Model of Brand Awareness on Repurchase Intention and Brand Awareness also shows that brand awareness has a positive and significant effect on customer satisfaction. The results of research currently conducted today also explain that brand awareness has several important and familiar factors such as providing a sense of satisfaction and pride to customers. So the higher the brand awareness owned by customers, the higher the level of customer satisfaction that will be generated.

The Influence of Customer Value on Customer Retention

In this third hypothesis, the result in the previous discussion was rejected. The rejected hypothesis results from a number of factors. The main factor is that the value that has been received by respondents alone is not enough to make respondents retain Astro. This is reflected in the CR value of 1.215 and the p-value of 0.225. The findings in this study are in line with the results of research conducted by Sopiyan (2021) which states that customer value alone is not enough to create customer retention. However, this is contrary to research conducted by Hanaysha (2018) entitled Customer Retention and the

Mediating Role of Perceived Value in Retail Industry where perceived value has a positive relationship with customer retention. So it can be concluded that creating value alone is not enough to achieve the formation of customer retention.

The Influence of Brand Awareness on Customer Retention

In this fourth hypothesis, the result in the previous discussion was rejected. The rejected hypothesis results from a number of factors. The main factor is because customer awareness of the brand, even though it has reached top of mind alone is not enough to create retention for customers. This is reflected in the CR value of 0.481 and the p-value of 0.631. The results of this finding are in line with the results of research conducted by Bader Almohaimmeed (2017) stating that customer satisfaction does not have a direct and significant effect on customer retention. So this forms a conclusion that brand awareness alone is not enough to form customer retention.

The Influence of Customer Satisfaction on Customer Retention

Based on the discussion above, the fifth hypothesis of this study shows the results that the hypothesis is accepted. The accepted hypothesis is caused by a number of factors. The main factor is because customers can make transactions on various types of goods in 1 Astro application, or it can be said that Astro provides one-stop shopping services that meet customer satisfaction

so that finally it can form the achievement of customer retention for respondents. This is reflected in the CR value of 6.816 and the p-value of 0.000. The findings in this study are in line with the results of research by Anderson and Sullivan (1993) and Alsurideh et al. (2012) which states that customer satisfaction has a positive and significant effect on customer retention. However, contrary to the results of Bader Almohaimmeed's research (2017) states that customer satisfaction does not have a direct and significant effect on customer retention. So the findings in this study also strengthen the theory of Sciffman and Wisenblit which states that by understanding the emotions and motivations of customer transactions will create customer satisfaction that leads to customer retention or customer retention and long-term relationships or long-term relationships.

The Effect of Customer Value on Customer Retention with Customer Satisfaction as a mediating variable

Based on the discussion above, the sixth hypothesis of this study shows the result that the mediation hypothesis is accepted. The accepted hypothesis is caused by a number of factors. The main factor is because of the role of customer satisfaction that is formed in mediating value and retention. This is reflected in the CR value of 4.476 and the p-value of 0.000. The findings in this study are in line with Herman (2020) and Uzir et al. (2021) which states that customer value

has a positive and significant effect on customer satisfaction, and Alsurdideh (2012) which states that customer satisfaction has a positive and significant effect on customer retention. So it can be stated that the higher the value received by customers, the higher the retention that will be created if followed by the achievement of satisfaction felt by customers.

The Effect of Brand Awareness on Customer Retention with Customer Satisfaction as a mediating variable

Based on the discussion above, the seventh hypothesis of this study shows the result that the mediation hypothesis is accepted. The accepted hypothesis is caused by a number of factors. The main factor is due to the role of customer satisfaction that is formed in mediating awareness and retention. This is reflected in the CR value of 5.440 and the p-value of 0.000. The findings in this study are in line with research by Susetyo (2016) and Ilyas et al. (2020) which states that brand awareness has a positive and significant effect on customer satisfaction and Zhao et al. (2017) states that brand awareness has a positive and significant effect on customer retention. Which means that the more aware a customer is of the brand, the greater the likelihood of customer retention if the customer gets satisfaction.

CONCLUSION

Based on the results of the research that has been done above,

several points of conclusion can be drawn as follows:

1. The results of this study prove that the first hypothesis, namely the customer value variable has a positive and significant effect on customer satisfaction. Astro has succeeded in creating value that is in accordance with the needs of today's customers which ultimately shapes customer satisfaction.
2. The results of this study prove that the second hypothesis, namely brand awareness, has a positive and significant effect on customer satisfaction. Astro can make consumers reach the point of satisfaction by being top of mind for customers.
3. The results of this study prove that the third hypothesis, namely customer value, has no effect on customer retention. The main factor is because the value that has been received by respondents alone is not enough to make respondents retain Astro. One of the main factors that can be considered for the relationship of customer value to customer retention in this study is especially in the delivery of financial value (reasonable costs) for customers.
4. The results of this study prove that the fourth hypothesis, namely brand awareness, has no effect on customer retention. This reaffirms that Astro's brand awareness alone is not enough to create customer retention. One of the main factors that can be considered for the relationship of customer value to customer retention in this study is especially in advertising factors that are still rarely found in the community.
5. The results of this study prove that the fifth hypothesis, namely customer satisfaction, has a positive and significant effect on customer retention. Astro has successfully met customer expectations so that customer retention is formed.
6. The results of this study prove that the sixth hypothesis, namely customer value, has a positive and significant effect on customer retention with customer satisfaction as a mediation variable. This means that the value provided by Astro can shape customer retention because customers get a sense of satisfaction for the shopping experience they do.
7. The results of this study prove that the seventh hypothesis, namely brand awareness, has a positive and significant effect on customer retention with customer satisfaction as a mediation variable. This proves that creating brand awareness is useful for shaping customer satisfaction because of the customer satisfaction fulfilled by Astro.

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