

**Analisis pengaruh switching cost dan consumer inertia terhadap customer retention: Studi pada maskapai penerbangan di Indonesia =
Analysis of the influence of switching cost and consumer inertia on customer retention: A study on airlines in Indonesia**

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Abstrak

Pencabutan kebijakan serta aturan pemerintah yang berkaitan dengan COVID-19 membuat sektor pariwisata kembali meningkat. Peningkatan pariwisata ini tentu kembali mendorong persaingan antar maskapai penerbangan di Indonesia untuk bisa menjadi pilihan pertama customer serta mempertahankan customer yang dimilikinya. Penelitian ini ingin meneliti apakah dengan meningkatkan Switching Cost dan Consumer Inertia akan semakin besar Customer Retention pada maskapai penerbangan di Indonesia. Pengolahan data dilakukan dengan metode SEM-PLS menggunakan aplikasi SmartPLS. Hasil penelitian ini menunjukkan Procedural Switching Cost dan Consumer Inertia berpengaruh signifikan terhadap Customer Retention pada maskapai penerbangan di Indonesia. Lebih lanjut, Financial Switching Cost juga berpengaruh signifikan terhadap Customer Retention, namun harus melalui mediasi Consumer Inertia. Berdasarkan hasil analisis, diharapkan studi ini dapat berguna bagi maskapai penerbangan di Indonesia dalam meningkatkan Customer Retention masing-masing maskapai.

.....The lifting of government policies and regulations related to COVID-19 has led to a resurgence in the tourism sector. This increase in tourism is naturally driving competition among airlines in Indonesia to become the top choice for consumers and retain their existing customers. This study aims to investigate whether increasing switching cost and consumer inertia will lead to greater customer retention for airlines in Indonesia. Data processing was conducted using the SEM-PLS method with the SmartPLS application. The results of this study indicate that Procedural Switching Cost and Consumer Inertia have a significant impact on customer retention for airlines in Indonesia. Furthermore, financial switching cost also significantly affects customer retention, but it must be mediated through consumer inertia. Based on the analysis results, this study is expected to be useful for Indonesian airlines in enhancing their customer retention.