

ABSTRAK

Sekolah Musik Indonesia (SMI) cabang Graha Family, sebagai salah satu lembaga edukasi musik mencoba memasuki industri edukasi musik di Surabaya mulai tahun 2011. Namun seiring dengan berjalannya waktu, manajemen menemukan fakta bahwa ternyata *churn rate* siswa SMI juga cukup tinggi yaitu sebesar 39,13% di tahun 2012 dan 40,30% di tahun 2013. Penelitian ini akan menganalisa faktor-faktor penyebab *customer churn* yaitu *customer satisfaction*, *switching cost*, dan *service price* pada SMI dengan variabel mediasi *customer status*. Populasi penelitian ini adalah siswa SMI cabang Graha Family Surabaya dengan sampel siswa SMP, SMA, dan S1. Teknik analisa yang digunakan dalam penelitian ini adalah metode PLS-SEM karena sampel penelitian kecil yaitu 30 responden. Hasil penelitian menunjukkan bahwa *customer satisfaction* berpengaruh terhadap *customer status* dan *customer churn*. Dengan demikian pihak SMI cabang Graha Family Surabaya harus memperhatikan secara intens hal-hal yang berkaitan dengan *customer satisfaction* seperti *service quality* terutama pada *core business* SMI untuk meningkatkan *customer satisfaction* dan menurunkan probabilitas *customer churn*.

Kata Kunci

Customer satisfaction, switching cost, service price, customer status, customer churn

ABSTRACT

School of Music Indonesia (SMI) branch Graha Family, as one of the educational institutions tried to enter the music industry in Surabaya musical education began in 2011. But over time, the management found that the churn rate of SMI students is also quite high at 39.13 % in 2012 and 40.30% in 2013. This study will analyze the factors that cause customer churn and customer satisfaction, switching cost, and service price on the mediating variable customer SMI status. The population was students SMI branch Graha Family Surabaya with samples junior high school students, senior high school students, and college students. Analysis techniques used in this study is PLS-SEM method because the small study sample of 30 respondents. The results showed that customer satisfaction has influenced on customer status and customer churn. Thus the SMI branch Graha Family Surabaya should pay attention intensely matters related to customer satisfaction, such as service quality, especially in the core business of SMI to improve customer satisfaction and decrease the probability of customer churn.

Keywords

Customer satisfaction, switching cost, service price, customer status, customer churn