

## SUMMARY

Indah Kumalasari, 2013. **Influence of variable *Customer Satisfaction* on *Switching Barrier* and *Customer Retention* (Survey on student of the Faculty of Business Administrative Science Forces 2012-2013 Brawijaya University ever make purchases at McDonald's Malang)** Dr. Srikandi Kumadji, M.S, Drs. Wasis A. Latief, M.P

Research the background of the rise of the fast food business began to grow and pose a strong competition. One way to overcome the problem of the competition is to create a Customer Satisfaction that led Switching Barrier to the creation of a Customer Retention. Based on these problems, this research aims to identify and explain the influence of variables Customer Satisfaction on Switching Barrier and Customer Retention.

Type of research is explanatory research with survey methods. Sampling technique using probability sampling with simple random sampling. The population in this research is a student of the Faculty of Business Administrative Science Forces 2012-2013 Brawijaya University ever make purchases at McDonald's Malang and obtained sample was 102 respondents using Machin formula. This research uses descriptive statistical analysis and path analysis.

Research results indicate that Customer Satisfaction significant effect on Switching Barrier, Customer Satisfaction significant effect on Customer Retention and Switching Barrier significant effect on Customer Retention. The accuracy of the model ( $R^2$ ) of the three variables, namely 0.855.

Based on the results, it can be concluded that the Customer Satisfaction effect on Customer Retention either directly or indirectly through Switching Barrier. In order to increase sales, McDonald's should further improve the quality of services and facilities because based on the results of research outlets these two elements are less than optimal.

**Keyword:** *Customer Satisfaction, Switching Barrier, Customer Retention*