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Article Title:

**THE ANTECEDENT OF CUSTOMER SATISFACTION AND ITS
IMPACT ON CUSTOMER RETENTION IN TOURISM AS
HOSPITALITY INDUSTRY**

Authors:

Andala Rama Putra Barusman

Universitas Bandar Lampung

Evelin Putri Rulian

Universitas Bandar Lampung

Susanto Susanto

Universitas Bandar Lampung

Abstract:

Taking a case study of tourism as hospitality industry in Lampung Province in Indonesia, we analyze the antecedent of customer satisfaction and its impact on customer retention. Using Structural Equation Model (SEM), we find that customer relationship management has a significant impact on service quality,

customer satisfaction and customer retention. Moreover, the impact of service quality on customer satisfaction and the one of customer satisfaction on customer retention are also significant. Relying on the findings, we recommend some strategies for the government of Lampung Province, e.g. training local people to behave more friendly in welcoming domestic or international tourists, fixing all lodging facilities, creating more souvenirs with Lampung's ornaments and developing management system adopting global changes in technology, communication and trend.

Keywords:

Customer Relationship Management, Service Quality, Customer Satisfaction, Customer Retention, Tourism, Hospitality Industry.

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