ABSTRACT

The purpose of this study was to reveal the exact reason or reasons that affect customer satisfaction and retention. This research was conducted through the mixed method. First, the researcher has identified five independent variables that affect customer satisfaction and retention. Those factors are Price of the product, Quality of the product, Delivery time, After Sales Service and Reward system. The ultimate objective of this study was to optimize customer satisfaction and retain existing customers at Mobil lubricant. The population of the study was 2100 customer base and out of those customers, the researcher used Krejcie & Morgan formula to calculate how many customers need for this quantitative study and the result was 100 customers. The researcher used simple random sampling technique that comes under probability sampling to distribute the questionnaire to the customers. As a result of that, the researcher gave 52 questionnaires to the service centers and other 48 questionnaires to the oil marts. For the qualitative study, the researcher used expert sampling technique that comes under non probability sampling and there were 20 industry experts and out of those customers, the researcher wanted to interview 10 customers. To select 10 customers, the researcher used random number generator software. The structured questionnaire was used as a tool to collect the data for this quantitative study and the collected data were analyzed through the Statistical Package for Social Science (SPSS). By using SPSS, the researcher identified that there were three significant factors that affect customer satisfaction and retention. They were delivery time, after sales service and reward system. For the qualitative study, the researcher used QDA minor software to analyze the data obtained from the interviews. From the qualitative study, it has been proved that the delivery time has a direct impact on customer satisfaction and retention. Therefore, the researcher offered some recommendations to increase customer satisfaction while keeping the existing customers for each variable factor.

Key Words – Customer satisfaction, customer retention, price of the product, quality of the product, delivery time, after sales service and reward system