

RINGKASAN EKSEKUTIF

Project Improvement ini membahas mengenai *customer retention* yang terjadi didalam perusahaan Freeware Labs Kemang. Kami mengukur jumlah penyewa ruangan sebagai konsumen. *Project improvement* ini diawali dengan pemberian topik masalah dari perusahaan yaitu rendahnya tingkat *customer retention* yang membuat perusahaan sulit untuk mempertahankan konsumen. Gejala masalah tersebut dibentuk melalui riset berdasarkan hasil wawancara internal, eksternal dan observasi magang beserta analisa SWOT maupun *Urgent-important Matrix*. Pencarian akar masalah dalam *project improvement* ini akan didukung dengan teori *5 whys* dan *inter-relationship diagram*.

Kami menemukan delapan faktor titik kegagalan dalam melakukan analisa *5 whys*. Kemudian kami menggunakan *inter-relationship diagram* untuk mencari penyebab dari masalah yang ada. Setelah mendapatkan titik gagal ini, kami menganalisa lebih dalam menggunakan pendekatan konseptual yaitu *The Service Profit Chain*, *Customer Relationship Management*, *The Service Marketing Triangle*, *The Marketing Communication Mix*, *Price-based Consumer Sales Promotion*, *Event Marketing*, *Co-creation*, *Customer Satisfaction*, *Customer Retention* dan *Customer Loyalty*.

Akar masalah yang kami temukan adalah kurangnya kegiatan untuk retensi konsumen. Dari akar masalah tersebut, kami mengusulkan tiga alternatif solusi yaitu *event*, program loyalitas, kartu *memberships* dan kupon. Didalam penentuan solusi terbaik, kami menggunakan sistem pembobotan. Berdasarkan hasil pembobotan mendapatkan solusi yang terbaik yaitu *event*, kartu *memberships* dan kupon. Dengan solusi ini, diharapkan dapat meningkat *customer retention* di Freeware Labs Kemang.

EXECUTIVE SUMMARY

This Project Improvement discusses the customer retention that occurs within the Freeware Labs Kemang company. We measure the number of room tenants as consumers. This project improvement begins with giving the topic of the problem of the company is the low level of customer retention. The symptoms of the problem are formed through internal, external company interviews, internship observation along with SWOT analysis and Urgent-important Matrix. The root of the problem in the project improvement will be supported by the theory of 5 whys and inter-relationship diagrams.

We found eight points of failure factor from analyzing 5 whys. Then we use the inter-relationship diagram to find the cause of the problem. After getting this point of failure, we analyze more deeply using the conceptual approach of The Service Profit Chain, Customer Relationship Management, The Service Marketing Triangle, The Marketing Communication Mix, Price-based Consumer Sales Promotion, Event Marketing, Co-creation, Customer Satisfaction, Customer Retention and Customer Loyalty.

The root of the problem, that we found is the lack of activities for customer retention. From the root of problem, we propose three alternative solutions to make event, loyalty program, membership cards and coupons. In determining the best solution, we use a weighting system. Based on the results, the best solution is to make event, membership cards and coupons. With this solution, it is expected to increase customer retention in Freeware Labs Kemang.