

ABSTRACT

Wardah as one of PT. Paragaon Technology Innovation which is the choice of Indonesian women's halal cosmetic products, as Wardah is always included in the list of the top 5 TBI (Top Brand Index), but in 2019 Wardah brand whitening creams are no longer included in the top 5 TBI. This shows a decrease in customer ratings of Wardah brand whitening creams in 2019. Thus, researchers want to examine the effect of customer satisfaction, brand trust, and switching barriers on customer retention of Wardah whitening cream products.

The method used in this study is a quantitative method with the type of descriptive and causal research using a Likert measurement scale. The population of this study was Wardah brand whitening cream users in Bandung with a sample of 100 respondents. The sampling technique used in this study is non probability sampling with purposive sampling. Data analysis methods used in this study are multiple linear regression and descriptive. Data processing was performed using SPSS 23.

*The results of the customer satisfaction hypothesis on customer retention have a positive effect with an overall score of 73.9%, brand trust towards customer retention has a positive effect with an overall score of 72.9%, and the switching barrier to customer retention has a positive effect with an overall score of 57,4%. Simultaneously customer satisfaction, brand trust and switching barrier affect customer retention.***Keywords: customer retention, customer satisfaction, brand trust, switching barrier**