ABSTRACT

The credit guarantee industry in Indonesia faces significant challenges in maintaining the retention of guarantee recipients amid intense competition and a declining volume of guarantees. Although PT Jamkrindo, as a state-owned credit guarantee company, dominates in terms of assets and has an extensive network, the downward trend in guarantee volume highlights the need for a more targeted strategy to sustain customer loyalty. Factors such as low financial literacy among MSMEs and shifting preferences of financial institution partners also contribute to the dynamics of retention.

This study aims to examine the influence of market orientation and sales orientation on the retention of guarantee recipients, with relationship marketing, customer satisfaction, and service quality acting as mediating variables in credit guarantee companies. Additionally, the study seeks to assess the extent to which guarantee recipients evaluate these variables and how these factors interrelate in shaping retention toward the provided guarantee services.

A quantitative approach with descriptive and causal objectives was employed in this research. The study used a cross-sectional design through the distribution of questionnaires to credit guarantee recipients. Data were analyzed using the Structural Equation Modeling (SEM) technique to test the relationships among variables. The findings are expected to contribute theoretically to the development of customer retention strategies in the credit guarantee industry and serve as practical references for PT Jamkrindo and similar institutions in enhancing relationship quality and customer satisfaction.

The results indicate that relationship marketing, service quality, and customer satisfaction play a critical role in building loyalty among guarantee recipients. Specifically, service quality and customer satisfaction were found to be significant mediators that strengthen the relationship between market and sales orientation and customer retention. These findings reinforce previous theories while providing new empirical evidence within the context of the credit guarantee industry. Moreover, the study reveals that long-term relationship-focused marketing strategies can be an effective solution to address declining retention rates.

This research offers theoretical contributions to the academic literature on retention strategies in the financial services sector, particularly in credit guarantees, which remains underexplored. Practically, the findings recommend that PT Jamkrindo prioritize the strengthening of relationship marketing and the enhancement of service quality as key strategies in maintaining customer loyalty. These insights may also serve as valuable references for regulators, KUR-distributing banks, and other financial institutions in developing policy frameworks and service synergies oriented toward long-term sustainability.

Keywords*: credit guarantee, customer retention, customer satisfaction, relationship marketing, service quality.*