

ABSTRACT

Competition in business leads companies to strive for customer retention. This is also true for Surya Laksana Swalayan, which has experienced a decline in customers switching to similar service providers. One way they do this is by analyzing the effectiveness of cashless payment for customer retention. This study aims to analyze cashless payment, trust, and customer satisfaction in increasing customer retention at Surya Laksana Swalayan in Grobogan, Central Java. The study involved a sample of 160 respondents, selected using purposive sampling technique. This research employs a quantitative method with data analysis conducted using Partial Least Square (PLS) analysis.

Based on the data analysis, it is evident that cashless payment, trust, and customer satisfaction contribute to improving customer retention. However, there are limitations to this research, such as the relatively small sample size, limited respondents, and incompleteness of the researched variables. Therefore, future research is suggested to expand the respondent pool, increase the sample size, and incorporate other variables that are relevant to customer retention.

Keywords: *Cashless Payment, Trust, Customer Satisfaction, Customer Retention.*

