



**IMPACT OF INCENTIVE CHANGES ON CUSTOMER
RETENTION: A COMPARATIVE STUDY OF
10% DISCOUNT VS. POINT SYSTEM
AT ZOYA JABABEKA**

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Bachelor Degree in Business Administration**

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PLAGIARISM REPORT

Impact of Incentive Changes on Customer Retention : A Comparative Study of 10% Discount vs. Point System at Zoya Jababeka

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CHAPTER I
INTRODUCTION

1.1. Background
Indonesia is the country with the largest Muslim population in the world, namely 236 million people or 12% of the global Muslim population (Widya, 2024) . making it a large market for halal products, especially in the Muslim fashion sector. This demographic reality is a great opportunity for the growth of the halal industry. Focusing on the potential of Muslim fashion, the national textile industry

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The change from a discount to a point system is meant to improve sales profitability, but there are worries about a decline in visit frequency and purchase amount . Therefore, within this research framework, differences in visit frequency and purchase amount will be measured throughout the discount, point, and control groups. The purpose of this research is to determine the influence of changes in incentive strategies on consumer purchasing behavior, as well as to understand how these changes may affect sales performance and customer presence in the new context.

H1: There is a significant difference in the average frequency of visits among the three groups.
H2: There is a significant difference in the average purchase amount among the three groups.

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2.1. Literature Review
2.1.1 . Customer Retention
Customer retention is commonly defined as the proportion of long -term relationships with consumers and is crucial for an organization. Loyal and satisfied customers tend to use services more frequently and provide valuable recommendations to potential new consumers (Dawes, 2009; Gurung, 2023). Similarly, customer retention r efers to maintaining customers


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3.5.4. Independent T-Test
Independent T-Test is one of the parametric tests for conducting independent comparisons. Independent samples are samples that generate data from different subjects. The conditions for parametric testing include random sample selection, data obtained from the sample having a normal distribution. This can be verified with a normality test, and the data obtained should be homogeneous. Lastly, the sample size (n) for each subject should be approximately equal. The basis for determining the Independent T Test is based on the significance value (2 - tailed) that measures whether there is a difference in the means among the tested subjects. A significance value (2 -tailed) > 0.05 indicates no difference in the means among the research subjects. A significance value (2 -tailed) < 0. 05 indicates a difference in the means among the research subjects (Arwani, 2020) .

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CHAPTER III
RESEARCH METHODS

This chapter provides an explanation of the research design, sampling strategy, data collection, and analysis methods applied as a framework for this research.

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ABSTRACT

Purpose - This study evaluates at how changing from a 10% discount incentive to a point system affects customer loyalty and buying behaviour at Zoya Jababeka. Furthermore, it aims to examine the impact of new incentives to drive sales. It is believed that the findings of this study will help Zoya Jababeka make better decisions and add to understanding of loyalty and retention of customers in the Muslim fashion sector.

Methodology - The study employs a combination method approach, integrating quantitative experiments and qualitative interviews. The sample comprises 90 respondents over two months, divided into control, 10% discount, and points system groups. Quantitative instruments derive from point-of-sale sales data, while qualitative tools consist of questionnaires and interviews.

Findings - Changes in incentives between the control and the discount group, as well as the control and the point group, had no significant impact on visit frequency or purchases amount. However, there was a significant difference in the number of purchases between the discount and the point group, but not in the frequency of visits

Practical Implications - The study provides insights for retail store in managing the transition from discount to points to enhance customer satisfaction and sales. Effective communication about point incentive benefits, regular program evaluations, and customer service improvement are crucial for sustaining it.

Original/Value - This research serves as the first model to evaluate the impact of incentive changes on customer satisfaction and retail fashion store sales.

Keywords - retail fashion store, retention, customer satisfaction, incentive.