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EXTENDED ABSTRACT

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THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER RETENTION AT SPORTS DIRECT SEREMBAN

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I. INTRODUCTION

Customer retention is essential for sustained success, particularly in competitive marketplaces. This study examines the correlation between customer satisfaction and client retention at Sports Direct Seremban, emphasising pricing, product services, and critical aspects affecting retention. This research is designed to clarify consumer loyalty processes to offer practical insights for improving customer happiness and promoting retention in the evolving sports retail sector.

II. METHODS

A structured questionnaire adapted from previous study, was used to collect data from 118 customers of Sports Direct Seremban [7]. The questionnaire included demographic details and sections evaluating price, product services, and customer retention using a 5-point Likert scale. Data were analyzed with SPSS version 27 to determine key correlations and insights, ensuring reliability and relevance to the study objectives.

III. RESULTS AND DISCUSSION

A. Level of Customer Satisfaction and Price of Product.

TABLE I
LEVEL OF CUSTOMER SATISFACTION WITH THE PRICE OF THE PRODUCT

Variable	Mean	SD	Level
Price	4.43	0.664	Moderate

Table 1 reported shows that customer satisfaction toward pricing is at moderate level with a mean score of 4.43. This suggests that pricing is perceived as fair and value-aligned. Literature indicates that moderate response variability indicates general agreement on satisfaction levels [5]. Consumers who believe that reasonable prices are more likely to develop favourable opinions of the brand which encourages recurring business and sustained involvement [7]. These findings emphasize the importance of maintaining competitive value-driven pricing strategies to sustain customer satisfaction.

B. Level of Product Services on Customer Satisfaction

TABLE II
LEVEL OF PRODUCT SERVICES ON CUSTOMER SATISFACTION

Variable	Mean	SD	Level
Product	4.43	0.628	Moderate
Quality of Services	4.41	0.666	Moderate
Physical Environment	4.45	0.657	Moderate

Based on Table II, overall customer satisfaction with product services is also on a moderate level particularly for the physical environment with the score of 4.45 ± 0.657 . This highlights that customer satisfaction with product quality and service professionalism are related closely [9]. In shore, these findings highlight the need for continued investment in store ambiance, product variety, and service excellence to enhance overall customer experience and meet expectations effectively.

C. Main Factor on Customer Retention that Influences Customer Satisfaction

TABLE II
MAIN FACTOR ON CUSTOMER RETENTION THAT INFLUENCES CUSTOMER SATISFACTION

Variable	Mean	SD
Brand Loyalty	4.44	0.680
Brand Image	4.45	0.647

Table III illustrated that brand loyalty (mean 4.44) and brand image (mean 4.45) were identified as key retention factors. Moderate loyalty and favorable brand perception significantly influenced satisfaction [5]. Consistent positive perceptions suggest opportunities to enhance loyalty programs and maintain a reputable brand image to drive long-term retention [3].

D. Relationship Between Customer Satisfaction and Retention

A multivariate analysis of variance (MANOVA) showed statistically significant relationships between customer satisfaction factors and retention. Price significantly influenced brand loyalty ($p = 0.017$, $F = 3.18$) and brand image ($p = 0.001$, $F = 9.949$), as that price fairness enhances emotional bonds between customers and brand leading to increased repeat purchases [8]. Physical environment also

strongly affected loyalty ($p = 0.001$, $F = 34.7$) and image. the. Physical setting influences not just instant gratification but also creates a feeling of exclusivity and high-end experience, which strengthens brand perception and loyalty [6]. While product and service quality influenced loyalty ($p = 0.044$, $F = 2.82$; $p = 0.043$), their impact on brand image was weaker ($p = 0.082$; $p = 0.058$). Superior product attributes, including durability and functionality significantly influence loyalty in diverse consumer markets [2]. These findings highlight pricing and store ambiance as key retention drivers.

IV. CONCLUSIONS

Customer satisfaction significantly influences retention, with pricing and store ambiance identified as critical drivers at Sports Direct Seremban. Findings emphasize the importance of fair pricing, quality service, and an appealing physical environment in fostering loyalty and positive brand perception. Strategic improvements in these areas can enhance customer retention and sustain competitive advantage in the retail industry

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