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## [ABS-72] Abstract Edited

1 message

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**GCBME 2017** <gcbme.conference@feb.unair.ac.id>  
Reply-To: GCBME 2017 <gcbme.conference@feb.unair.ac.id>  
To: santirianingrum@narotama.ac.id

8 April 2017 at 17:23

Dear Ms. Santirianingrum Soebandhi,

Your abstract has been edited:

Abstract ID:  
ABS-72

Title:  
Factors Affecting Customer Retention in Priority Banking Program

Authors:  
Inke Rifqotul Aliyah, Santirianingrum Soebandhi, Agus Baktiono

Institutions:  
Department of Management,  
Faculty of Economics and Business,  
Narotama University Surabaya

Content:  
Free trade has touched the banking industry in the ASEAN region. Hence, the banking industries in Indonesia inevitably have to improve their performance in order to compete among ASEAN countries. One way to deal with this competition is to implement Customer Relationship Management (CRM) to maintain good relationships with customers, winning their loyalty to the bank. This study was intended to analyze the effect of CRM through bonding, empathy, reciprocity, trust and responsiveness variables towards customer retention. Survey was conducted at one of the banks in Surabaya specifically on priority banking customers. Among the 66 questionnaires distributed, we obtained 49 valid data. The data were analyzed by multiple linear regression analysis using SPSS. The results showed that bonding, trust and responsiveness have a significant effect on customer retention. Meanwhile empathy and reciprocity showed no significant effect on customer retention.

Keywords:  
bonding, customer retention, customer relationship management, empathy, reciprocity, responsiveness, trust

Topic:  
Marketing Management

Presenter:  
Santirianingrum Soebandhi

The Letter of Acceptance (LoA) can be downloaded from your account, once your abstract is accepted to be presented.

Thank you.

Best Regards,  
GCBME 2017 Organizing Committee  
Website: <http://bmeconference.feb.unair.ac.id/kfz>  
Email: [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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## [ABS-72] Abstract Submitted to GCBME 2017

1 message

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**GCBME 2017** <gcbme.conference@feb.unair.ac.id>  
Reply-To: GCBME 2017 <gcbme.conference@feb.unair.ac.id>  
To: santirianingrum@narotama.ac.id

12 March 2017 at 22:29

Dear Ms. Santirianingrum Soebandhi,

We have received the submission of your abstract:

Abstract ID:  
ABS-72

Title:  
Factors Affecting Customer Retention in Priority Banking Program

Authors:  
Inke Rifqotul Aliyah, Santirianingrum Soebandhi, Agus Baktiono

Institutions:  
Department of Management,  
Faculty of Economics and Business,  
Narotama University Surabaya

Content:  
Free trade has touched the banking industry in the ASEAN region. Hence, the banking industries in Indonesia inevitably have to improve their performance in order to compete among ASEAN countries. One way to deal with this competition is to implement Customer Relationship Management (CRM) to maintain good relationships with customers, winning their loyalty to the bank. This study was intended to analyze the effect of CRM through bonding, empathy, reciprocity, trust and responsiveness variables towards customer retention. Survey was conducted at one of the banks in Surabaya specifically on priority banking customers. Among the 66 questionnaires distributed, we obtained 47 valid data. The data were analyzed by multiple linear regression analysis using SPSS. The results showed that bonding, trust and responsiveness have a significant effect on customer retention. Meanwhile empathy and reciprocity showed no significant effect on customer retention.

Keywords:  
bonding, customer retention, customer relationship management, empathy, reciprocity, responsiveness, trust

Topic:  
Marketing Management

Presenter:  
Santirianingrum Soebandhi

The Letter of Acceptance (LoA) can be downloaded from your account, once your abstract is accepted to be presented.

Thank you.

Best Regards,  
GCBME 2017 Organizing Committee  
Website: <http://bmeconference.feb.unair.ac.id/kfz>  
Email: [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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## [FULL\_PAPER] File Submitted to GCBME 2017

1 message

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**GCBME 2017** <gcbme.conference@feb.unair.ac.id>

4 July 2017 at 23:57

Reply-To: GCBME 2017 <gcbme.conference@feb.unair.ac.id>

To: santirianingrum@narotama.ac.id

Dear Ms. Santirianingrum Soebandhi,

We have received the submission of your file:

Title:

Factors Affecting Customer Retention in Priority Banking Program

Authors:

Inke Rifqotul Aliyah, Santirianingrum Soebandhi, Agus Baktiono

Type:

full\_paper

Topic:

Marketing Management

Presenter:

Santirianingrum Soebandhi

Thank you very much.

Best Regards,

GCBME 2017 Organizing Committee

Website: <http://bmeconference.feb.unair.ac.id/kfz>

Email: [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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## [GCBME 2017] CRC Final Decision

3 messages

GC-BME 2017 UNAIR <gcbme.conference@feb.unair.ac.id>  
To: santirianingrum@narotama.ac.id

12 January 2018 at 14:01

Dear Mr/Mrs/Ms., Inke Rifqotul Aliyah; Santirianingrum Soebandhi; Agus Baktiono

Paper Entitled **Factors Affecting Customer Retention in Priority Banking Program**

Dear Author,

We inform that CRC publisher has announced the review results on GCBME 2017 manuscript. Based on the results we congratulate that your article **has been accepted with revision**. The revision is mostly concerning the English language used in your article and has been done directly by the CRC publisher. **The revised version from CRC has been attached to this email, please adjust accordingly and send it back to us by Sunday, January 14<sup>th</sup> 2018 latest.**

The final version of your article will be published in GCBME proceeding "Increasing Management Relevance and Competitiveness" by CRC Press / Balkema (Taylor and Francis Group).

As a further process, CRC is currently preparing everything related to the publication process and we will inform further if there is any other information from CRC publishers. We also thank you for your kind cooperation.

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Kami informasikan bahwa CRC publisher telah mengumumkan hasil review pada naskah GCBME 2017. Berdasarkan hasil tersebut kami mengucapkan selamat bahwa artikel Anda **dapat diterima dengan revisi**. Revisi tersebut lebih kepada permasalahan bahasa Inggris yang digunakan dan telah dilakukan tim penerbit CRC. **Hasil revisi dari CRC untuk artikel anda terlampir pada email ini dan mohon untuk dilakukan koreksi sesuai dan dikirim kepada kami paling lambat pada hari Minggu, 14 Januari 2018.**

Hasil final dari revisi artikel anda akan dipublikasikan di proceeding GCBME "Increasing Management Relevance and Competitiveness" yang diterbitkan oleh CRC Press/ Balkema (Taylor and Francis Group).


Sebagai proses selanjutnya, saat ini CRC sedang mempersiapkan segala hal berkaitan dengan proses publikasi dan akan kami informasikan lebih lanjut apabila ada informasi lain dari CRC publisher.

Demikian update informasi bagi Bapak/Ibu Author, terima kasih atas kerjasama Bapak/Ibu.

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Best regards,

GCBME 2017 Organizing Committee  
Homepage : <http://bmeconference.feb.unair.ac.id>  
Email : [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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 **5\_72.docx**  
45K

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Santirianingrum Soebandhi <santirianingrum@narotama.ac.id>  
To: GC-BME 2017 UNAIR <gcbme.conference@feb.unair.ac.id>

12 January 2018 at 20:35

Dear GCBME 2017 Organizing Committee

Attached is our revised article, if there is any further revision or information, please do not hesitate to contact me. Thanks.

[Quoted text hidden]

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Regards,

[Santirianingrum Soebandhi](#)  
Lecturer & Researcher, Faculty of Economics & Business  
Narotama University Surabaya



Virus-free. [www.avast.com](http://www.avast.com)



**5\_72 (revised).docx**  
163K

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**Santirianingrum Soebandhi** <santirianingrum@narotama.ac.id>  
To: Niken.Rahayuana@narotama.ac.id

6 March 2018 at 11:30

Sent from my iPhone

Begin forwarded message:

[Quoted text hidden]

<5\_72.docx>

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## [GCBME 2017] Reminder for Revised Paper Deadline

1 message

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**GC-BME 2017 UNAIR** <gcbme.conference@feb.unair.ac.id>  
Bcc: santirianingrum@narotama.ac.id

15 August 2017 at 13:47

To our esteemed participants,

We would like to thank you for your participation and contribution to our GCBME 2017 that has been held on August 9<sup>th</sup> 2017. We do hope to preserve this collaboration to extend and improve our knowledge, as enthusiast scholars in business, management, and entrepreneurship.

We would like to remind you few pointers regarding the papers received in this GCBME 2017, for the conference has ended and the next task is to have it published. As per our announcements in the GCBME 2017, there are:

1. All revised papers must be submitted via website by August 17<sup>th</sup>, 2017. If the papers are not revised according to previous peer reviews, we are afraid that those papers **will not be submitted to CRC Press or any other future publishers**. The publisher's format is available on the website (or attached in this email) and please pays attention to the paper's structure and language.
2. Please note that the maximum length of the paper is 4 pages
3. The final decision regarding paper acceptance and publishing are fully within the CRC Press as the publisher. The committee of GCBME is only submitting all the revised papers by August 17<sup>th</sup>, 2017 to the publisher and has no sayings in the final decision.
3. If you haven't filled and signed the copyright form from CRC Press available in your goodie bag/book of abstract, please do so immediately and send the original copy to the committee by mail.
4. Any questions regarding this conference, publication, proceedings etc. can be asked to the committee and we will be happy to assist you.

The format for CRC publisher is attached in this email. Any mailings can be addressed to

Departemen Manajemen, Fakultas Ekonomi dan Bisnis Universitas Airlangga

Gedung Utama Fakultas Ekonomi dan Bisnis Kampus B Unair

Jalan Airlangga no. 4 – 6


Surabaya 60286

Thank you for your involvement in the GCBME 2017, and we await your revised paper by the August 17<sup>th</sup>, 2017.

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Best regards,

GCBME 2017 Organizing Committee  
Homepage : <http://bmeconference.feb.unair.ac.id>  
Email : [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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 **gc\_bme\_2017\_full\_paper\_tamplate (1).docx**  
30K

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## [PAYMENT\_PROOF] File Submitted to GCBME 2017

1 message

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**GCBME 2017** <gcbme.conference@feb.unair.ac.id>  
Reply-To: GCBME 2017 <gcbme.conference@feb.unair.ac.id>  
To: santirianingrum@narotama.ac.id

13 July 2017 at 14:25

Dear Ms. Santirianingrum Soebandhi,

We have received the submission of your file:

Title:  
Factors Affecting Customer Retention in Priority Banking Program

Authors:  
Inke Rifqotul Aliyah, Santirianingrum Soebandhi, Agus Baktiono

Type:  
payment\_proof

Paid amount:  
IDR 5000000

Topic:  
Marketing Management

Presenter:  
Santirianingrum Soebandhi

The Payment Receipt can be downloaded from your account,  
once your payment has been confirmed.

Thank you very much.

Best Regards,  
GCBME 2017 Organizing Committee  
Website: <http://bmeconference.feb.unair.ac.id/kfz>  
Email: [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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## Abstract Acceptance Announcement for GCBME 2017

1 message

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**GC-BME 2017 UNAIR** <gcbme.conference@feb.unair.ac.id>  
Bcc: santirianingrum@narotama.ac.id

10 April 2017 at 12:32

To our esteemed participants,

We have announced the received abstracts for the upcoming GCBME 2017. You can check if your abstract was accepted by logging in the link below using your previous login code:

<http://bmeconference.feb.unair.ac.id/submission/>

For all received abstracts, you can download the corresponding LOA and invitation letter on abstract section.

Please note that the deadline for full paper submission is May 2<sup>nd</sup>, 2017. Its template is available at GCBME website in the download section or you can simply click the link below:

<http://bmeconference.feb.unair.ac.id/download-poster/>

Payment for fee conference should be done after the announcement of full paper acceptance.

Thank you for your kind attention, and we are looking forward to your full paper submission.

Regards,

GCBME 2017 Organizing Committee



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## GCBME 2017 : Payment Confirmed for Abstract ABS-72

1 message

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**GCBME 2017** <gcbme.conference@feb.unair.ac.id>  
Reply-To: GCBME 2017 <gcbme.conference@feb.unair.ac.id>  
To: santirianingrum@narotama.ac.id

14 July 2017 at 17:51

Dear Ms. Santirianingrum Soebandhi,

Payment for the following abstract has been confirmed.

Abstract ID: ABS-72  
Title: Factors Affecting Customer Retention in Priority Banking Program  
Author: Inke Rifqotul Aliyah, Santirianingrum Soebandhi, Agus Baktiono  
Presenter: Santirianingrum Soebandhi  
Paid amount: IDR 5000000

Thank you.  
Best regards,

GCBME 2017 Organizing Committee  
Homepage : <http://bmeconference.feb.unair.ac.id/kfz>  
Email : [gcbme.conference@feb.unair.ac.id](mailto:gcbme.conference@feb.unair.ac.id)

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## GCBME 2017 Abstract Acceptance Announcement and Information for Participant

1 message

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**GC-BME 2017 UNAIR** <gcbme.conference@feb.unair.ac.id>

28 April 2017 at 10:37

To: Fakultas Ekonomi dan Bisnis <gcbme.conference@feb.unair.ac.id>

Bcc: santirianingrum@narotama.ac.id

To our esteemed participants,

We have announced the received abstracts for the upcoming GCBME 2017. You can check if your abstract was accepted by logging in the link below using your previous login code:

<http://bmeconference.feb.unair.ac.id/submission/>

For all received abstracts, you can download the corresponding LOA and invitation letter in the abstract section.

Please NOTE that:

1. The **deadline for full paper submission is May 2<sup>nd</sup>, 2017**. Its template is available at GCBME website in the download section or you can simply click the link below:

<http://bmeconference.feb.unair.ac.id/download-poster/>

2. The full paper **maximum** page follows the template format is **7 pages including the references**

3. Payment for fee conference should be done **after** the announcement of full paper acceptance.

Thank you for your kind attention, and we are looking forward to your full paper submission.

Regards,

GCBME 2017 Organizing Committee