

## ABSTRACT

The rapid development of technology-based industries, especially in the Software as a Service (SaaS) business model, has changed the paradigm of software access and management. SaaS opens up new opportunities for companies and individuals to optimize their daily activities. However, the main challenge faced by SaaS companies is retaining customers to stay subscribed. Data on ABC Company's usage trends and churn rates show a significant increase over the past few months, creating a need to better understand the factors that contribute to customer retention.

This study aims to analyze the factors that influence customer retention on the ABC Company SaaS platform, a company that leads innovation in omnichannel operational solutions in Indonesia. This study uses a descriptive qualitative approach to explore the factors that need to be prioritized in retaining ABC Company's customers and to find a model of factors that influence customer retention.

The research method used is qualitative with judgment sampling techniques. The research population involved five companies that actively use ABC Company's and have renewed, three Perusahaan ABC employees in the retention section, three related academic experts.

The results of this study found that there are five factors that are considered when renewing, namely SaaSQuality, Customer Experience, Customer Satisfaction, Trust, and Commitment. Furthermore, these factors are analyzed using the SOR theory where SaaSQuality, Customer Experience are classified as Stimulus, Customer Satisfaction, Trust, and Commitment factors act as Organisms and the final result will be customer retention.

Based on these findings, it is hoped that it can provide a better understanding of the preferences and needs of ABC Company's users, so that companies can take strategic steps to improve customer retention and overall business performance. The practical implications of this study are expected to help ABC Company and other SaaS companies to increase the added value offered to customers, especially through strengthening customer service, technical support, and improving features that suit customer needs.