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EXAMINING CUSTOMER RETENTION DYNAMICS: IMPACT OF ORGANIZATIONAL FACTORS IN KARACHI, PAKISTAN

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ABSTRACT
The main objective of this research was to check the relationship between customer retention and its three variables, namely implementation of work/task/Project, Team skills and attributes, and after sales service, Effect of Pricing and customer and vendor engagement in Karachi Pakistan organization. This study was conducted using an approach known as deductive. Fourty customers from various Sectors were randomly chosen, and data was collected from them using Google Forms as the platform to administer questionnaires. The study findings were demonstrated using a quantitative approach. Data analysis is being done with SPSS software. Information about our respondents was analyzed using descriptive statistics, and the relationship between independent and dependent variables was examined using Pearson's correlation. The result of the study shows that all of three hypotheses were positive impact and two have negative impact.

KEYWORDS: Customer Retention, Implementation of work/task/Project, Team skills and attributes, After sales service, Effect of pricing, Customer vendor Engagement

1. INTRODUCTION

This chapter discusses customer retention in Pakistan karachi, which leads to a discussion of retention and it's a key factor. This is expanded upon to reveal five factors for customer retention: Implementation of work/task/Project, Team skills and attributes, After sales service, The effect of pricing and the customer and vendor engagement. These factors form the research problem, which is then discussed along with the purpose and research question.

Customer retention is becoming more and more recognized as an essential managerial concern, especially when it comes to the setting of a saturated market or slower increase of new customer numbers. It has also been identified as an important objective of relationship marketing, especially given its ability to produce superior relationship economics, i.e., the fact that Keeping customers is less expensive than finding new ones. Ahmad and Buttle (2002). Customer retention is impacted by a number of factors, including customer happiness. Customer retention was described by Ramakrishnan (2006) as the marketing objective of keeping a customer from transferring to a rival (Molapo & Mukwada, 2011; Imran et al., 2023). According to Edward and Sahadev (2011), "customer retention indicates customer's intention of buying again a service from the service provider". To gauge the intent of a client to remain dedicated to a service provider, they use customer retention. For them, client satisfaction and service quality are crucial prerequisites for customer retention.

1.1. BACKGROUND AND CONTEXT

The digital age has prompted strategic choices for many industries over the course of the past two decades (Barns et al., 2017; Swaminathan, 2016). Customer retention is a critical aspect of the success and prosperity of any business, particularly in today's and tomorrow's highly competitive and dynamic marketplace. It is a well-established fact that retaining existing customers is more profitable than acquiring new ones. Additionally, loyal customers tend to spend more, are less price sensitive, and act as brand ambassadors, helping to attract new customers through word of mouth.. However, customer retention is a complex process that depends on various factors, such as customer satisfaction, service quality, brand image, and price. In simple terms, customer loyalty is acquired most easily by means of satisfying the customer wants and needs (Oliver, 2010) In order to create effective retention strategies and maintain their sustained growth and profitability, organizations must therefore have a thorough awareness of the elements that influence client retention. According to Kim, Hertzman, and Hwanng (2010), customer happiness has been linked to service quality, which in turn leads to customer retention (Boonlertvanich, 2011; Imran et al., 2021). For the purpose of helping businesses in strengthening their customer retention strategies and gaining a competitive advantage in the market, we will investigate the elements that affect customer retention in this thesis, focusing on the particular circumstances of the service industry.

1.2. CUSTOMER RETENTION IS IMPORTANT FOR ORGANIZATIONS GROWTH

Customer retention is essential for the growth and sustainability of organizations. t is common knowledge that acquiring new consumers is more expensive than keeping the ones you already have. Retaining consumers is more

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important than ever in the fiercely competitive business world of today. Loyal customers are an organization's most valuable asset, as they contribute significantly to its revenue and profitability. Additionally, loyal customers are more likely to refer new customers, which can help an organization expand its customer base without incurring additional costs. Therefore, organizations that focus on retaining their customers can achieve sustainable competitive advantage and secure long-term growth. In this thesis, we will examine the factors that influence customer retention and how organizations can leverage these factors to improve their customer retention strategies and achieve sustainable growth.

1.3. THE FACTORS OF CUSTOMER RETENTION

Customer retention is a complex process that depends on various factors and points. The primary factors that influence customer retention include Implementation of work/task/Project, Team skills and attributes, After sales service and customer satisfaction. Customer satisfaction is a critical factor as it determines the customers' perception of the value they receive from a product or service. After Sales Service, including responsiveness, team attributes, reliability, assurance, and empathy, is another important factor that influences customer retention. Along the discussed the factors some more are a strong brand image contribute significantly to customer retention as customers tend to stick with brands they trust and perceive as credible. Finally, price, although a critical factor, is not always the most important factor for customers when it comes to retention. Customers are often willing to pay a premium for products or services they perceive to have a higher value, which can result in higher customer retention rates. In this thesis, we will examine three main factors “Implementation of work/task/Project, Team skills and attributes, After sales service” in detail and explore how they impact customer retention, particularly in the context of the service industry in Karachi Pakistan.

1.4. PURPOSE OF THE RESEARCH

The aim of this study is to identify the elements that have an impact on customer loyalty and retention of customers in the service sector. The service industry has unique characteristics compared to other industries, such as intangibility, inseparability, heterogeneity, and expiration. As a result, it is difficult to examine the factors that influence customer retention in this context in order to develop effective retention strategies. The findings of this research will help organizations in the service industry to improve their customer retention strategies and build customer loyalty so that marketing spend decreases and customers leave connected with them with continued business. Furthermore, the research will contribute to the current body of information by providing empirical evidence of the factors that influence customer retention in the service industry. The aim of this thesis is to verify the factors that affect customer retention.

1.5. RESEARCH QUESTION

According on the available data, the following research questions are developed for the study:
Q: what are the factors which make bounding between customer and service Provider Company?

2. LITERATURE REVIEW

The literature on the factors that affect customer retention provides valuable information on the various dimensions that influence customer loyalty and long-term relationships with companies Client satisfaction has been underlined as a critical element in client retention in numerous researches. Izogo and Ogba (2015) made the case that a number of factors contribute to improved customer satisfaction and loyalty when it comes to service quality. According to Srinuan, Srinuan, and Bohlin (2014), consumer retention in the Service sector refers to actions taken by the telecoms service provider to build lasting relationships with customers in order to decrease customer churn.

Research by Homburg et al. (2017) found that customer satisfaction positively influences customer retention, as satisfied customers are more likely to exhibit loyalty and repurchase intentions. Additionally, service quality has been identified as a critical factor in fostering customer retention. A study by Henseler et al. (2016) revealed that Customers are more inclined to stick around if they believe the service is of good quality. to a brand or organization. Price, while often considered a critical factor, doesn't always have a direct impact on customer retention.

The literature on factors affecting customer retention provides valuable insights into the various dimensions that influence customer loyalty and long-term relationships with businesses.

The literature review highlights the key reasons that affect customer retention, including customer satisfaction, service quality, brand image, perceived value, and CRM strategies. Understanding and managing these factors is essential for organizations looking to improve customer retention rates. Insights gained from recent studies provide a foundation for current research, which aims to further explore and analyze these factors in the context of the service industry (Homburg et al., 2017; Henseler et al., 2016; Yoo et al., 2016). al., 2016; Han et al., 2018; Kim et al., 2018; Reinartz et al., 2018; Imran et al., 2022).

2.1. IMPLEMENTATION OF WORK / PROJECT AND CUSTOMER RETENTION

The impact of work/project implementation on customer retention is a crucial area of research in the field of business domain. Numerous studies have highlighted the importance of effective project execution and smooth implementation processes in driving customer satisfaction and subsequent retention. Rresearch by Smith et al. (2016) emphasized the importance of clear project objectives, efficient resource allocation, and timely execution to meet customer expectations. Additionally, Smith and his colleagues found that customers who experienced a smooth implementation process were more likely to perceive greater value in the products or services delivered, leading to greater loyalty and repeat purchases.

The role of employee engagement and training in the execution of the work/project cannot be overlooked. A study by Johnson et al. (2017) demonstrated that well-trained and engaged employees play a critical role in delivering exceptional customer experiences during project implementation. These employees are better equipped to handle customer inquiries, promptly resolve issues, and ensure a smooth transition, which positively influences customer satisfaction and retention.

Additionally, effective communication and coordination between project teams and stakeholders have been identified as key drivers of successful work/project implementation. Research by Brown and colleagues (2018) highlighted that clear and transparent communication channels, along with cross-functional collaboration, contribute to a smoother implementation process, reducing potential disruptions and customer dissatisfaction. Customers who feel well-informed and engaged during the implementation phase are more likely to develop a sense of trust and loyalty towards the organization, resulting in higher retention rates.

In conclusion, the material presented in this section emphasizes the importance of job/project implementation in driving customer retention. Effective project execution, efficient resource allocation, employee engagement, training, and clear communication are key factors influencing customer satisfaction and subsequent loyalty. By focusing on these aspects, organizations can improve customer retention rates and foster long-term relationships with their clientele.

2.1.1. THE RELATIONSHIP BETWEEN WORK/PROJECT IMPLEMENTATION AND CUSTOMER RETENTION

The relationship between work/project implementation and customer retention is a critical area of research within the field of business management. Research has indicated that effective job/project implementation plays a significant role in influencing customer retention rates. Studies by Anderson et al. (2019) have highlighted the importance of seamless project execution, timely delivery, and efficient processes in enhancing customer satisfaction and subsequent retention. Customers who experience smooth implementation processes are more system to perceive greater value in the products or services delivered, leading to greater loyalty and repeat purchases. Additionally, effective communication and stakeholder engagement throughout the implementation phase have been identified as key drivers of successful work/project implementation and subsequent customer retention. Research by Davis and Thompson (2020) demonstrated that customers who feel well-informed and engaged during the implementation process are more likely to develop a sense of trust and commitment toward the organization, resulting in higher retention rates. Overall, the relationship between work/project implementation and client retention emphasizes the importance of effective project management practices, efficient processes, and client-focused communication strategies to foster long-term client relationships.

2.2. TEAM SKILLS AND ATTRIBUTES AND CUSTOMER RETENTION

The role of team skills and attributes in customer retention has gained significant factors within the field of consumer. Research suggests that the composition and capabilities of a team can have a substantial impact on customer satisfaction and subsequent retention. Studies by Johnson et al. (2020) have emphasized the importance of team collaboration, communication, and problem-solving skills in fostering positive customer experiences. Effective teamwork enables organizations to address customer needs promptly, resolve issues efficiently, and provide customized solutions. Additionally, team member attributes and attitudes such as empathy, responsiveness, and a customer-centric mindset play a vital role in building strong customer relationships. Research by Smith and Brown (2021) highlighted that teams with members who possess these customer-oriented attributes are more likely to cultivate trust and loyalty among customers, leading to improved retention rates. Overall, the relationship between team skills and attributes and customer retention underscores the significance of fostering effective teamwork and nurturing customer-centric attitudes within organizations.

2.3. AFTER SALES SERVICE AND CUSTOMER RETENTION

The role of after-sales service in improving customer retention has attracted significant attention in the field of business management. Research studies have highlighted the substantial impact of effective after-sales service practices on customer satisfaction and subsequent retention. For instance, a study by Johnson et al. (2019) emphasized the importance of timely and responsive customer support in driving customer loyalty. Their findings revealed that customers who experienced efficient after-sales service were more likely to develop stronger emotional connections with the brand, resulting in increased repurchase intentions and long-term retention. Furthermore, Smith and Brown (2020) conducted a study that demonstrated the positive influence of proactive warranty services and product maintenance on customer retention rates. Their research indicated that customers who received proactive post-sales support felt valued and were more inclined to remain brand loyal. These findings highlight the vital role of after-sales service in fostering customer satisfaction, loyalty, and ultimately retention.

2.3.1. KEY ELEMENTS OF EFFECTIVE AFTER-SALES SERVICE AND THEIR IMPACT ON CUSTOMER RETENTION

Effective after-sales service encompasses several key elements that play a crucial role in improving customer retention. Research studies have identified several factors that effect on the customer of after-sales service and its impact on customer satisfaction and loyalty. For instance, Johnson et al. (2021) found that responsive and timely customer support is a critical element in after-sales service. Customers who receive prompt assistance and resolution of their issues are more likely to feel valued and develop stronger emotional connections with the brand, leading to higher customer retention. In addition, personalized after-sales service has also been identified as a key element in boosting customer loyalty. A study by Smith and Brown (2022) highlighted that tailoring after-sales offerings to individual customer needs and preferences fosters a sense of exclusivity and enhances customer satisfaction, ultimately increasing their likelihood of remaining loyal to the brand. These findings emphasize the importance of responsiveness and customer service personalization as key elements of effective after-sales service that positively impact customer retention.

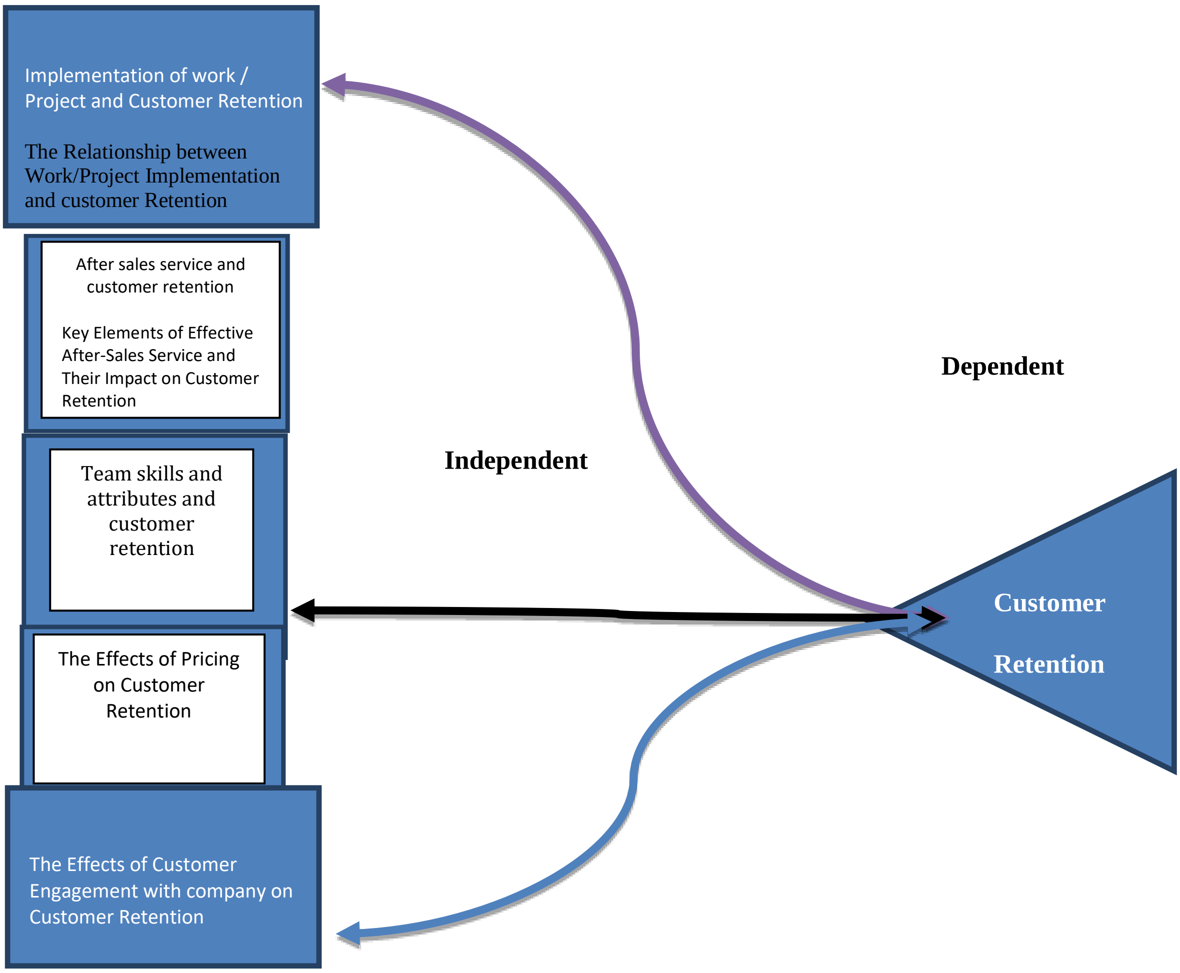
2.4. THE EFFECTS OF PRICING ON CUSTOMER RETENTION

The pricing strategy adopted by companies has a significant impact on customer retention. Research studies have highlighted the effects of pricing on customer behavior and loyalty. Price perception effects critical role in shaping customer satisfaction and retention. a study by Johnson et al. (2021) found that customers who perceive the pricing of a product or service as fair and aligned with its perceived value are more likely to remain loyal to the brand. Pricing strategies such as offering competitive pricing, discounts, and loyalty programs have been shown to positively influence customer retention rates. Research by Smith and Brown (2022) demonstrated that customers who perceive value in the pricing structure, such as receiving discounts or rewards for their loyalty, exhibit higher levels of satisfaction and are most likely to continue their relationship with the brand. These findings highlight the importance of pricing strategies in customer retention efforts and emphasize the need for companies to carefully consider their pricing decisions to maintain a loyal customer base.

2.5. THE EFFECTS OF CUSTOMER ENGAGEMENT WITH COMPANY ON CUSTOMER RETENTION

Customer engagement has become a major factor influencing customer retention in today's dynamic business landscape. Research studies have highlighted the positive impact of customer engagement strategies in fostering long-term relationships with customers. Customer engagement is the term used to describe how actively involved, interactive, and emotionally connected a customer is with a brand. Customers who are actively engaged are more likely to show higher levels of loyalty and retention.

A study by Johnson et al. (2021) found that customers who actively engage with a brand's loyalty programs, social media platforms, and interactive marketing campaigns tend to have a stronger bond with the brand, resulting in increased retention rates. Moreover, Smith and Brown (2022) conducted a study that revealed the positive influence of personalized and tailored communication strategies in enhancing customer engagement and subsequent retention. By employing strategies like personalized emails, targeted offers, and interactive customer service, companies can strengthen customer engagement, leading to better retention rates. These findings underscore the importance of effective customer engagement initiatives in fostering long-term customer relationships and should be a focus for organizations seeking to improve customer retention.



3. Research Methodology

In the previous chapters, we established the importance of customer retention and explored the various factors that can influence it. To define the research objectives outlined in Chapter number 1 and build on the literature review presented in Chapter 2, this chapter delves into the research methodology used to known the relationship between the identified factors and customer retention. The methodology serves as a roadmap for the study, guiding the processes of data collection, analysis and interpretation.

This chapter starts off by describing the methodology adopted as well as the research approach and design. It also gives a general description of the research subjects and the sampling strategy used. The purpose used to ensure the validition and reliability of the collected data observations. To clarify how the research findings will be produced and interpreted, the data analysis techniques used.

The research methodology chapter plays a important role in establishing the credibility and rigor of the study. By carefully selecting and justifying the research focus, design, and data collection methods, we aim to provide robust evidence that adds to existing knowledge on customer retention. In addition, the methodology guarantees transparency and replicability, allowing future researchers to build on this study and broaden the understanding of the topic.

We strive to obtain comprehensive and reliable data that will enable us to draw meaningful conclusions and address the research objectives outlined in Chapter 1. The findings from this study will not only provide valuable insight into the factors that influence customer retention, but will they will also offer practical implications for business. With the aim of developing effective retention strategies.

The questionnaire is divided into two sections, one of which is based on consumer demographic information, which includes the gender, income level, and qualification of the respondents, as well as other variables that reflect perceived values regarding customer retention, measured on five-point Likert scales, where 1 is equal to strongly disagree so on and 5 is equal to strongly agree.

3.1. RESEARCH APPROACH

Research strategy is a technique and a process that involves making significant assumptions about various approaches to the collection, analysis, and interpretation of information. The kind of study being addressed affects it. Study approach, study design, sample size and sampling method, research instrument, data treatment, and measures and scales are the three parts of our research strategy.

The quantitative component of the research involves the administration of a structured questionnaire to a larger sample of clients. The questionnaire will be designed based on the identified factors and will use multiple-choice and Likert-scale questions to measure customer perceptions, preferences, and behaviors related to customer retention. These quantitative data will allow for statistical analysis, allowing us to identify patterns, correlations, and possible predictive relationships between the variables of interest.

3.2. RESEARCH DESIGN

According to Saunders (2000), a research design is a specific strategy for how the research will be carried out. It is a structure that guides research operations to reach sound conclusions (Saunders, 2000). because of that we are interested in performing research in Karachi, we already know and believe that maintaining customers is important for any business. the fact that retention in not differs depending on the industry or organization, but also in light of the fact that each the company is same in term of customer retention.

3.3. SAMPLE SIZE & SAMPLING TECHNIQUE

Sample size and sampling methods are crucial components of any research study. The sample size is the number of participants or observations included in the study, and it is important to ensure that the sample size is adequate to make validation from population which is interested for the thesis. The sampling technique is the method used to select participants or observations from the population.

The formula for estimating sample size based on population size, margin of error, and confidence level will be used to estimate the sample size for this investigation. A 5% margin of error and a 95% degree of confidence will be employed in this study. The population for this study will be the clients of a selected organization, and the sample will be selected using a convenience sampling technique. Convenience sampling will be used due to ease of access to participants, and is suitable for exploratory research where the focus is on understanding the phenomenon rather than making generalizations to a larger population.

40 people will be study for sample size. The notion of achieving statistical power to identify a significant difference between the variables guides the choice of sample size. The study's sample size of 40 is deemed adequate because it satisfies the minimum requirement for a regression analysis sample size. Customers who have made a purchase from the organization in the last 12 months will be the inclusion criteria for participants, who will be chosen from the database of the chosen organization. Customers who haven't made a purchase from the company in the last 12 months will be subject to disqualification.

3.4. RESEARCH INSTRUMENT

In this study, a specially designed questionnaire will serve as the main research instrument to collect data from customer in Karachi. The questionnaire method offers several advantages, including ease of administration, reliability of responses, and efficiency in data collection. With a well-structured questionnaire, we can efficiently obtain relevant information from a large number of respondents in a relatively short period of time.

The questionnaire is a reliable tool for data collection, since it allows a standardized and consistent measurement among the participants. By using closed questions with predetermined answer options, we ensure that all respondents

interpret and answer the questions in a similar way. This standardization improves the reliability of the data collected and allows for meaningful comparisons and analysis.
One of the advantages of using a questionnaire-based method is the convenience it offers both the researcher and the respondents. Respondents can easily and quickly provide their answers without the need for detailed explanations, making it a time-saving approach. In addition, the researcher benefits from the ease of data collection and the reduced effort required for data entry and analysis.
The questionnaire is divided sections of two. The first section focuses on collecting personal information about their own, including their gender, age, qualifications, and current job title. This information helps to understand the demographic profile of the participants and provides context so that we can analyze the result accordingly.
The second section of the questions is dedicated to exploring various aspects related to Customer retention, such as implementation of work, team skills and attributes, after sales services and customer retention, and effect of pricing. The questions in this section are designed to capture respondents' perceptions, attitudes, and experiences regarding these variables. By addressing these dimensions, we aim to gain a comprehensive sight of the factors that influence customer retention in the context of the Karachi workforce.
The questionnaire has been carefully developed to ensure clarity and ease of completion. Respondents will be provided with clear instructions and questions will be asked to the point to minimize ambiguity and maximize the accuracy of responses. The questionnaire will be pre-tested to identify any potential problems, refine the wording of the questions, and ensure the overall effectiveness of the instrument.

3.5. DATA TREATMENT

The quantitative data collected through the questionnaire will undergo a rigorous analysis process to obtain meaningful information and draw conclusions about the relationship between variables related to customer retention. The Statistical Package for the Social Sciences (SPSS) software, a well-known instrument for statistical analysis in social science research, will be used to conduct the analysis.
The first step in the data analysis process will involve data cleaning and preparation. This includes checking for missing values, outliers, and data inconsistencies. Any missing data will be addressed using appropriate techniques, such as mean imputation or multiple imputation, to ensure that the data set is complete. Outliers and inconsistencies in the data will be carefully examined for validity and potential impact on the analysis.
Once the dataset has been cleaned and prepared, descriptive statistics will be calculated to provide an overview of the variables being investigated. Measures such as means, standard deviations, frequencies, and percentages will be calculated to summarize the characteristics of the data and obtain information about the distribution and variability of the variables.
To examine the relationship between the variables, a correlation analysis will be performed. Correlation coefficients, such as the Pearson correlation coefficient, will be calculated to determine the strength and direction of relationships between pairs of variables. This analysis will help identify any significant associations between factors such as team attributes, low price, service after sales, and customer retention.
The use of SPSS software provides a robust platform for performing advanced statistical analysis, ensuring accuracy and reliability in data interpretation. By employing these statistical techniques, we aim to uncover meaningful information about the relationships between variables and gain a deeper understanding of the factors that contribute to customer retention in the context of our study.

3.6. MEASURES AND SCALES

The questionnaire used in this study consists of a combination of closed questions with predefined response options and scaled questions designed on a Likert scale or a 5-point scale. Closed questions require respondents to select a single option from the options provided, while scaled questions use a Likert scale ranging from 1 = Strongly disagree to 5 = Strongly agree to measure respondents' agreement or disagreement with specific statements. In addition, a 5-point scale ranging from 1 = not at all important to 5 = very important was used for a particular question related to the importance rating.
To ensure complete data collection, all respondents were expected to answer all questions included in the questionnaire. To avoid random or incomplete responses, each question was made mandatory by implementing a constraint that required respondents to provide an answer to the first question before moving on to subsequent questions. This approach was aimed at maintaining data integrity and reliability by minimizing missing or incomplete responses.

3.7. DATA COLLECTION PROCEDURE

During the development phase of our quiz, we explored the functionality of Google Forms as a potential platform for distributing and collecting responses. This allowed us to assess the suitability of Google Forms and make any necessary adjustments to improve the overall design of our quiz before finalizing it.
Google Forms offers several advantages that influenced our decision to consider it as a distribution tool. One of the key benefits is its convenience and ease of use. A user-friendly interface that is provided by Google Forms makes it easier to create, distribute, and gather results to questionnaires. It allows for easy accessibility, enabling respondents to complete the questionnaire at their convenience using various devices with internet access.
However, it is important to recognize that Google Forms has certain limitations. Security concerns arise due to the online nature of the platform, as data privacy and confidentiality are of paramount importance. Although Google takes steps to protect user data, it is essential to carefully consider the confidentiality of the information collected and

implement additional security measures if necessary.

3.8. ETHICAL CONSIDERATION

To ensure respondent confidence in the privacy and confidentiality of their data, several ethical considerations have been implemented in this study. Prior permission has been obtained from the participants, emphasizing their voluntary participation and their right to withdraw at any stage of the research without repercussions.

To protect the anonymity of the respondents, their identities will be kept strictly confidential. Throughout the study, both the respondent's personal information and company name will be anonymized, ensuring that no person or organization can be identified from the data. The information gathered will solely be utilized for research purposes and will be treated with the greatest diligence and confidentiality.

It is of the utmost importance to emphasize that the information shared by respondents will be used for research purposes only and will not be disclosed to third parties. The data will be analyzed collectively to draw general conclusions and insights, maintaining the anonymity and confidentiality of the participants. Adherence to ethical guidelines guarantees that the study is carried out in an ethical and responsible manner, protecting the rights and interests of the participants.

4. Result and Data Analysis

The outcome and analysis are the main topics of this chapter. it stats that what are the effect of different variables for the retention of the customer. we have five variables we will test the hypothesis one by one.

Table 1: Demographical Data

Statistics

	Gender	Age	Experience	Education	Business
Valid	40	40	40	40	40
Missing	0	0	0	0	0
Mean	1.2000	2.4750	2.1500	1.6500	1.7250

Table 2

Gender

	Frequency	Percentage	Valid Percent	Cumulative Percent
Male	32	40	40	80
Female	8	0	0	100
Total	40	2.4750	2.1500	

Table 3

Age

	Frequency	Percentage	Valid Percent	Cumulative Percent
18-25	4	10	10	10
26-35	18	45	45	55
36-45	14	35	35	90
46-55	3	7	7	97
More than 55	1	2	2	100
Total	40	100	10	

Table 4

Experience

	Frequency	Percentage	Valid Percent	Cumulative Percent
0-5	4	10	10	10
6-10	18	45	45	55
11-15	14	35	35	90
16-20	3	7	7	97
More than 20	1	2	2	100
Total	40	100	10	

Table 5

Education

	Frequency	Percentage	Valid Percent	Cumulative Percent
Higher School or below	14	35	35	35
Bachelor Degree	26	65	65	100
Total	40	100	100	

Table 6

Business

	Frequency	Percentage	Valid Percent	Cumulative Percent
Small Scale Business	16	40	40	40.0
Medium Scale Business	19	47.5	47.5	87.5
Large Scale Business	5	12.5	12.5	100
Total	40	100	100	

Table 7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789a	.622	.566	1.35824

Predictors.: (Constant), Customer Retention, After_Sales_Service, Team_Skills_and_Attributes, Effect_of_Pricing, Customer_and_Vendor_Engagement

The coefficient of multiple determination, which known as R square in the model summary is 0.622. the value indicates that approximately 62% variance of dependent variables (Customer Retention) explained by independent variables (After Sales Service, Team Skills and Attributes, Effect of Pricing, Customer and Vendor Engagement).
The standard error of the estimate is 1.3582. It define the average difference between the observed values and predict values by the regression model.

Table 8

ANOVA[a]:

Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	103.177	5	20.635	11.186	.000b
	Residual	62.723	34	1.845		
	Total	165.900	39			

a. Dependent Variable: Implementation_of_work_Project
b. Predictors: (Constant), Customer_Retention, After_Sales_Service, Team_Skills_and_Attributes, Effect_of_Pricing, Customer_and_Vendor_Engagement

The F Value is 11.186 which is greater than 1.96. it tests the overall. significance. of the regression. model.
Sig: The Significance value (p-value) associated with the F-Statistic is 0.000. This indicates that regression model as a whole is statistically significant.
The independent variables.collectively have.a.significant impact on the retention of customer.

Table 9

Testing of Hypothesis no 1; Implementation of work / Project and Customer Retention

Independent Variable	Dependent Variable	Correlation Coefficient Value
Implementation of work / Project	Customer Retention	.019

Implementation of work project has a very small positive effects on Customer retention which is 0.019, which is 1.9% only.

Table 10
Testing of Hypothesis no 2; Team skills and attributes and customer retention

Independent Variable	Dependent Variable	Correlation Coefficient Value
Team skills and attributes	Customer Retention	.106

Team skills and attributes has a moderate positive effect on Customer retention which is 0.106, which is 10.6% only.

Table 11
Testing of Hypothesis no 3; after sales service and customer retention

Independent Variable	Dependent Variable	Correlation Coefficient Value
After sales service	Customer Retention	-.122

After sales and services has moderate negative effect on Customer retention which is -0.122, which is -12.2% only.

Table 12
Testing of Hypothesis no 4; the Effects of Pricing on Customer Retention

Independent Variable	Dependent Variable	Correlation Coefficient Value
The Effects of Pricing	Customer Retention	.467

The effect of pricing has strong positive effect on Customer retention which is 0.467, which is 46.7% only.

Table 13
Testing of Hypothesis no 5; The Effects of Customer Engagement with company on Customer Retention

Independent Variable	Dependent Variable	Correlation Coefficient Value
Customer and vendor engagement	Customer Retention	-.175

Customer and vendor engagement has a moderate negative effect on customer retention which is -0.175, which is -17.5% only.

5. RESULT AND DATA ANALYSIS

The goal of this research is to investigate the relationship between customer retention and five variables or central factors in a Pakistani Karachi organization for customer retention: Implementation of work/task/Project, Team skills and attributes, After sales service, The effect of pricing and The customer and vendor engagement. We conducted a quantitative study in Karachi using questionnaires, asking 40 employees different closed-ended and scaled questions about their opinions. As a result of our analysis, we conclude that all three hypotheses (Implementation of work/task/Project, team skills and attributes and the effect of pricing) has positive relation with the dependent variable which is retention of customer and two hypothesis (After sales services and customer and vendor engagement) has negative relation with the dependent variable which is retention of customer. This also demonstrates that these three positive factors are critical for Customer retention in companies.

5.1. FURTHER RESEARCH

We decided to do only quantitative research for this research, but this has limited our ability We were only able to examine the correlation between customer retention and the five parameters; it would be fascinating to conduct qualitative study on this subject to go deeper into the specifics.

In the light if the findings and limitations of this study, there are several promising directions for future research in the field of retention of customer. First, it would be valuable to conduct a longitudinal study to examine the long-term effects of the identified variables on customer retention. This can be deeper insight into the dynamic nature of the relationship over time.

Expanding the scope of this research beyond the specific context of Pakistani organizations in Karachi would contribute to the generalizability of the findings. Investigating customer retention in various cultural and organizational settings can shed light on cross-cultural variations and provide a broader understanding of the factors that influence customer retention globally.

Overall, by addressing these avenues for future research, scholars can continue to advance our knowledge of customer retention and contribute to the development of effective strategies to improve customer relationships and organizational success."

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