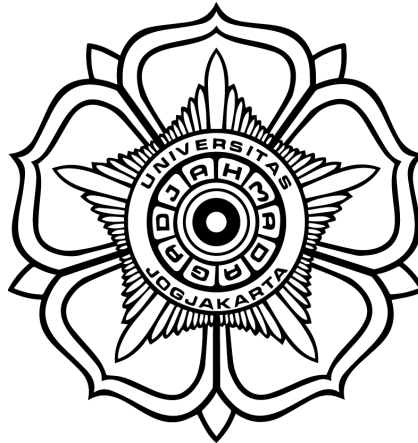


**THE EFFECT OF CUSTOMER SATISFACTION ON RETENTION AND THE  
MODERATING INFLUENCE OF CUSTOMER AGE AND INCOME ON THE  
SATISFACTION-RETENTION RELATIONSHIP: A QUANTITATIVE STUDY  
OF DISNEY+ SUBSCRIBERS IN WEST INDONESIA**

Thesis

To Fulfill Part of the Requirements for Obtaining a Bachelor's Degree  
In the Management Study Program



By:

Frank Richard Yambe Yabdi

22/492232/EK/23719

**MANAGEMENT INTERNATIONAL UNDERGRADUATE PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA  
2026**

## APPROVAL PAGE



UNIVERSITAS GADJAH MADA  
FAKULTAS EKONOMIKA DAN BISNIS




Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

*The Effect of Customer Satisfaction on Retention and The Moderating Influence of Customer Age and Income on The Satisfaction-Retention Relationship: A Quantitative Study of Disney+ Subscribers in West Indonesia*

Disusun oleh  
Frank Richard Yambe Yabdi  
22/492232/EK/23719

Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 20 Februari 2026

| Tim Penguji | Nama Lengkap                               | Tanda Tangan                                                                          |
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Mengetahui,  
Wakil Dekan Bidang Akademik dan Kemahasiswaan



  
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