

ABSTRAK

Windha Nur Purnamasari, 0901565, Meningkatkan Loyalitas Pelanggan Sheraton Bandung Hotel & Towers Melalui *Electronic Customer Relationship Management 2.0* (Survei Pada SPG Member Sheraton Bandung Hotel & Towers). Di bawah bimbingan Dr.Vanessa Gaffar, SE.Ak, MBA dan Dewi Pancawati N., S.Pd.,MM.

Keinginan wisatawan untuk berkunjung perlu difasilitasi dengan kemudahan aksesibilitas, fasilitas yang ditawarkan dan ketersediaan sarana akomodasi. Hotel merupakan salah satu bentuk akomodasi yang mendukung aktivitas pariwisata. Sheraton Bandung Hotel & Towers, merupakan hotel berbintang lima *chain international* di Kota Bandung ini mengalami penurunan pada tingkat *occupancynya* dan penurunan pada tingkat loyalitas pelanggan. Untuk meningkatkan tingkat hunian dan meningkatkan loyalitas khususnya pada member SPG member, pihak manajemen Sheraton Bandung Hotel & Towers menerapkan program *electronic customer relationship management 2.0*. Tujuan Penelitian ini untuk memperoleh temuan tentang pelaksanaan *Electronic Customer Relationship Management 2.0* dan memperoleh temuan mengenai loyalitas pelanggan serta untuk memperoleh temuan mengenai pengaruh *electronic customer relationship management 2.0* terhadap loyalitas pelanggan Sheraton Bandung Hotel & Towers. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 SPG member dengan teknik penarikan sampel yang digunakan yaitu *simple random sampling* melalui pendekatan *cross sectional method*. Teknik analisis data yang digunakan yaitu regresi berganda. Variabel *independent* dalam penelitian ini yaitu *electronic customer relationship management 2.0* (X) sedangkan variabel *dependent* yaitu loyalitas pelanggan (Y). Hasil penelitian menunjukkan *electronic customer relationship 2.0* dan loyalitas pelanggan mendapat skor tinggi pada garis kontinum serta secara simultan terdapat pengaruh antara *electronic customer relationship management 2.0* terhadap loyalitas pelanggan. Oleh karena itu, pihak Sheraton Bandung Hotel & Towers perlu meningkatkan *security system*, memberikan kemenarikan harga dan kemudahan dalam memberikan fasilitas lain selain kamar guna meningkatkan loyalitas pelangga.

Kata Kunci : *Relationship Marketing, Electronic Customer Relationship Management 2.0, Loyalitas Pelanggan*

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ABSTRACT

Windha Nur Purnamasari, 0901565, Increase The Customer Loyalty Of Sheraton Bandung Hotel & Towers Toward The Electronic Customer Relationship Management 2.0 (Survey of SPG Member Sheraton Bandung Hotel & Towers). Under the guidance of Dr.Vanessa Gaffar, SE.Ak, MBA and DewiPancawati N., S.Pd.,MM.

The desire of tourists to visit needs to be facilitated by the ease of accessibilities, facilities offered and the availability of accommodation. The Hotel is one form of accommodation that supports the activity of tourism. Sheraton Bandung Hotel & Towers, a five-star hotel of international chain hotel in Bandung has a decrease of occupancy rate and a decrease in the level of customer loyalty. To increase occupancy rates and increase the customer loyalty especially in the SPG member, Sheraton Bandung Hotel & towers implement the electronic customer relationship management 2.0. The purpose of this research was to obtain the findings on the implementation of Electronic Customer Relationship Management 2.0, to obtain findings about customer loyalty and obtain findings about the influence of electronic customer relationship management 2.0 taking action against customer loyalty Sheraton Bandung Hotel & Towers. The type of research used are descriptive and verifikatif with methods used explanatory survey. The sample in this research as much as 100 SPG member with the sample withdrawal techniques used are simple random sampling approach through cross sectional method. Technique of data analysis used on this research is the multiple regression. The independent variable in this study is electronic customer relationship management 2.0 (X) and the dependent variable is customer loyalty (Y). Results of the study indicate electronic customer relationship management 2.0 and customer loyalty becomes the high score on the line of continuum and simultaneously there was the influence of electronic customer relationship management 2.0 to customer loyalty. Therefore, the Sheraton Bandung Hotel & Towers need to enhance the security system, giving a price attractiveness and convenience in providing other facilities in addition to increase customer loyalty.

Keyword : Relationship Marketing, Electronic Customer Relationship Management 2.0, Customer Loyalty

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