

ABSTRAK

Anna Marlia Nurhasanah, 0901386, Meningkatkan Loyalitas Wisatawan Melalui Program *Continuity Marketing* Sari Ater Hotel & Resort (Survei Terhadap Member *Hot Spring Plus* Sari Ater Hotel & Resort). Dibawah bimbingan Rini Andari, S.Pd.,S.E.Par,MM dan Yeni Yuniawati, S.Pd.,MM.

Usaha pariwisata adalah kegiatan yang bertujuan menyelenggarakan jasa pariwisata atau menyediakan/mengusahakan objek wisata dan daya tarik wisata, usaha sarana pariwisata dan usaha lain yang terkait dengan bidang tersebut. Sari Ater Hotel & Resort adalah salah satu daya tarik wisata di Kabupaten Subang ini mengalami penurunan pada loyalitas pelanggan. Untuk meningkatkan loyalitas wisatawan khususnya member *Hot Spring Plus*, pihak manajemen Sari Ater Hotel & Resort menerapkan program *continuity marketing*. Tujuan penelitian ini untuk memperoleh temuan tentang pelaksanaan *Continuity Marketing* dan memperoleh temuan mengenai loyalitas wisatawan Sari Ater Hotel & Resort. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 member HSP dengan teknik penarikan sampel yang digunakan yaitu *simple random sampling* melalui pendekatan *cross sectional method*. Teknik analisis data yang digunakan yaitu linier regresi sederhana. Variabel *independent* dalam penelitian ini yaitu *Continuity Marketing* (X) sedangkan variabel *dependent* yaitu loyalitas pelanggan (Y) mendapat skor tinggi pada garis kontinum serta secara simultan terdapat pengaruh antara *continuity marketing* terhadap loyalitas pelanggan. Oleh karena itu, pihak Sari Ater Hotel & Resort perlu meningkatkan pelaksanaan program *continuity marketing* yaitu *member card*, *discount*, *reward*, dan *voucher* guna meningkatkan loyalitas pelanggan.

Kata kunci : *Customer Relationship Management*, *Continuity Marketing*, Loyalitas pelanggan.

ABSTRACT

Anna Marlia Nurhasanah , 0901386 , Increase The Customer Loyalty Of Sari Ater Hotel & Resort The Continuity Marketing (Survey Of Hot Spring Plus Member Sari Ater Hotel & Resort) . Under the guidance of Rini Andari , S.Pd. , MM and Yeni Yuniawati , S.Pd. , MM .

Tourism businesses are activities aimed at providing tourism services or provide / arrange attraction and tourist attraction , business tourism facilities and other businesses associated with the field. Sari Ater Hotel & Resort is one of the tourist attraction in Subang is experiencing a decline in customer loyalty. For travelers increase loyalty Hot Spring Plus members in particular, the management of Sari Ater Hotel & Resort implement continuity marketing programs. The purpose of this research was to obtain findings on the implementation of Continuity Marketing and obtain findings on customer loyalty Sari Ater Hotel & Resort. The type of research is used are descriptive and verification with methods used explanatory survey . The samples in this research as much 100 members of HSP with the sampling technique used is simple random sampling method through a cross-sectional approach. Data analysis techniques used are simple linear regression. The Independent variable in this research is the Continuity Marketing (X) while the dependent variable is customer loyalty (Y), score high on the line and simultaneously there is a continuum between continuity marketing influence on customer loyalty . Therefore , the Sari Ater Hotel & Resort are enforcing continuity marketing programs are a member card , discounts , rewards , and vouchers to increase customer loyalty .

Keywords: Customer Relationship Management, Continuity Marketing, Customer Loyalty