

ABSTRAK

Jihan Rahayu Putri, 1008855, Pengaruh *Customer Experience* Terhadap *Customer Loyalty* di Sailendra (Survei pada Tamu Member JWPC JW Marriott Hotel Jakarta). Dibawah bimbingan Prof. Dr. H. Eeng Ahman, MSi dan Dewi Pancawati Novalita, S.Pd.,MM.

Industri pariwisata merupakan industri yang paling diunggulkan di beberapa Negara di dunia. Pariwisata selalu berkaitan erat dengan unsur penunjang pariwisata salah satunya hotel. Persaingan usaha akomodasi hotel sangat tinggi seiring tumbuhnya hotel baru di Jakarta salah satunya yaitu JW Marriott Hotel Jakarta. Industri pariwisata dan perhotelan selalu dikaitkan dengan pelayanan pangan. Sailendra adalah salah satu dari lima *outlet food and beverage* yang ada di JW Marriott Hotel Jakarta. Menurunnya *customer loyalty* di Sailendra menjadi salah satu permasalahan yang dihadapi. Agar dapat meningkatkan loyalitas tamu terhadap Sailendra yaitu salah satunya dengan menciptakan *customer experience* yaitu proses secara strategis dalam mengatur atau implementasi pengalaman atas diri pelanggan dengan suatu produk atau perusahaan. Tujuan dalam penelitian ini untuk mencari hasil temuan pengaruh *customer experience* terhadap *customer loyalty* di Sailendra JW Marriott Hotel Jakarta. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *customer experience* yang terdiri dari *brand experience*, *customer interface*, dan *continuous innovation* dan variabel terikat (Y) yaitu *customer loyalty*. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah survei dengan teknik *simple random sampling*, maka diperoleh jumlah sampel sebanyak 100 tamu member. Teknik analisis data dan uji hipotesis yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa *customer experience* memberikan pengaruh yang signifikan terhadap *customer loyalty* di Sailendra JW Marriott Hotel Jakarta.

Kata Kunci: *Customer Experience*, *Customer Loyalty*, Sailendra JW Marriott Hotel Jakarta

ABSTRACT

Jihan Rahayu Putri, 1008855, *The Effect of Customer Experience to the Customer Loyalty Sailendra (Survey to the JWPC member JW Marriott Hotel Jakarta). Under the guidanced by Prof. Dr. H. Eeng Ahman, MSi and Dewi Pancawati Novalita, S.Pd.,MM.*

The tourism industry is an industry that is most favored in some countries in the world. Tourism is always closely related to tourism support element, one part of it is hotel. Hotel accommodation business competition is very high as the growth of new hotels in Jakarta, one of which is the JW Marriott Hotel Jakarta. Tourism and hospitality industry has always been associated with food service. Sailendra is one of the five food and beverage outlets in the JW Marriott Hotel Jakarta. Declining customer loyalty in Sailendra be one of the problems faced. In order to improve guest loyalty to the Sailendra is one of them by creating a customer experience that is strategically in the process of arranging or implementation upon the customer experience with a product or company. The purpose of this research to seek findings influence on customer loyalty customer experience at the Sailendra JW Marriott Hotel Jakarta. In this study, the independent variable (X) are used, namely customer experience consisting of brand experience, customer interface, and continuous innovation and the dependent variable (Y) that is customer loyalty. This type of research is descriptive verification, and the method used is a survey with simple random sampling technique, then obtained a total sample of 100 members. Techniques of data analysis and hypothesis testing is used multiple linear regression. The results showed that the customer experience have a significant influence on customer loyalty in Sailendra JW Marriott Hotel Jakarta.

Keyword: Customer Experience, Customer Loyalty, Sailendra JW Marriott Hotel Jakarta