

ABSTRAK

Mokhamad Zorgy Fhasa Perdana, 1201989, Pengaruh *Customer Orientation of Service Employee* Melalui Program “*Wow Service*” Terhadap *Customer Retention* di Hotel Gino Feruci Kebonjati Bandung (*Survey* terhadap tamu individu reguler yang menginap di Hotel Gino Feruci Kebonjati Bandung). Di bawah bimbingan HP Diyah Setyorini, MM, dan Taufik Abdullah, SE.,MM,Par.

Hotel Gino Feruci Kebonjati Bandung merupakan salah satu hotel bintang empat yang ada di Kota Bandung yang memiliki pengalaman selama enam tahun. Dari tahun ke tahun jumlah okupansi Hotel Gino Feruci Kebonjati Bandung mengalami penurunan yang signifikan. Salah satu faktor terjadinya penurunan okupansi di Hotel Gino Feruci Kebonjati Bandung disebabkan oleh persaingan pesat antar hotel di Kota Bandung sehingga menyebabkan pelanggan lama yang beralih menggunakan jasa ke hotel yang lain. Hotel Gino Feruci Kebonjati Bandung melakukan program “*Wow Service*” yang merupakan pengimplementasian dari *customer orientation of service employee* dalam usaha untuk mempertahankan pelanggan lama dengan cara memberikan sentuhan personal yang keseluruhan aktivitasnya berorientasi pada pelanggan. Penelitian ini bertujuan untuk mengetahui gambaran *customer orientation of service employee* dan *customer retention* serta pengaruh *customer orientation of service employee* terhadap *customer retention*. Jenis penelitian yang digunakan deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sample dalam penelitian ini sebanyak 100 responden yaitu tamu individu reguler di Hotel Gino Feruci Kebonjati Bandung dengan teknik penarikan sampel yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Variabel bebas dalam penelitian ini adalah *customer orientation of service employee* (X) yang terdiri dari *need to pamper*(X₁), *need to read the customer* (X₂), *need for personal relationship* (X₃), *need to deliver* (X₄) sedangkan variabel terikat yaitu *customer retention* (Y) yang terdiri dari *word of mouth*, *repeat purchase*, dan *non-complaining behavior*. Tanggapan tamu individu reguler terhadap *customer orientation of service employee* di Hotel Gino Feruci Kebonjati Bandung dinilai cukup tinggi. Dimensi *need to pamper* memperoleh nilai tertinggi sedangkan dimensi *need to read the customer* memperoleh nilai terendah. Tanggapan tamu individu reguler terhadap *customer retention* di Hotel Gino Feruci Kebonjati Bandung dinilai cukup tinggi. Indikator *word of mouth* mendapat penilaian tertinggi sedangkan indikator *repeat purchase* mendapatkan penilaian terendah. Berdasarkan pengujian SPSS 20.0 *for windows* menunjukkan adanya pengaruh yang simultan dan parsial antara *customer orientation of service employee* dan *customer retention*. Adapun saran untuk perusahaan adalah meningkatkan kinerja pegawai dalam memenuhi dan memperhatikan kebutuhan dan keinginan tamu individu reguler.

Kata kunci: *Customer Orientation of Service Employee, Customer Retention, dan Hotel Gino Feruci Kebonjati Bandung*

ABSTRACT

Zorgy Mokhamad Fhasa Perdana, 1201989, The Effect of Customer Orientation of Service Employee through the "Wow Service" Program on Customer Retention in Hotel Gino Feruci Kebonjati Bandung (*Survey The Individual Regular Guests Who Stay In Hotel Bandung Kebonjati Gino Feruci*). Supervised by Heri Puspito Diyah Setiyorini, MM, and Taufik Abdullah, SE.,MM,Par.

Gino Feruci Kebonjati Hotel Bandung is one of the four-star hotels in Bandung and also has six years' experience. From year to year in the number of hotel occupancy, Gino Feruci Kebonjati Bandung experienced significant decline. One of the downturn factors in hotel occupancy Gino Feruci Kebonjati Bandung caused by tight competition between hotels in Bandung causing the old customer who switches use the services to the other hotel. Hotel Bandung Kebonjati Feruci Gino has "Wow Service" program, which is the implementation of the customer orientation of a service employee in an effort to maintain customer long with how to provide the personal touch the whole their activity customer oriented. This research aims to know the description of the customer orientation of service employee and customer retention and the influence of customer orientation of service employees to customer retention. The type of this research is descriptive and verification and has used explanatory survey method and cross sectional approach. The samples in this research were 100 respondents, individual regular guest who stayed in Gino Feruci Kebonjati Bandung with the sampling technique used is simple random sampling. Data analysis technique used is multiple regressions. Independent variable in this research is customer orientation of service employees (X) which consists of the need to pamper (X1), need to read the customer (X2), need for personal relationship (X3), need to be delivered (X4) while bound variable namely customer retention (Y) which consists of word of mouth, repeat purchase, and non-complaining behavior. The response of the individual regular guests of customer orientation of service employees in Hotel Gino Feruci Kebonjati Bandung was considered high enough. The dimension of need to pamper has the highest value while the dimensions for the need to read the customer obtain the lowest value. The response of the individual regular guests of customer retention in Hotel Gino Feruci Kebonjati Bandung was considered high enough. Word of mouth indicator is the highest rating while repeat purchase indicators are the lowest assessment. Based on the testing of 20.0 SPSS for windows indicates the influence of simultaneous and partially between the customer orientation of service employee and customer retention. The suggestions to the company are to improve the performance of the employees to care and pay attention to the needs and wishes of the individual regular guest.

Key Words: Customer Orientation of Service Employee, Customer Retention, and Hotel Gino Feruci Kebonjati Bandung