

ABSTRAK

Rizal Aga Saputra (1304397), “**Pengaruh *Co-Creation* Terhadap *Customer Loyalty***” (Survei Terhadap Tamu Member Bumi Sangkuriang yang Menginap di Hotel Concordia Bandung), dibawah bimbingan Dr. H. Hari Mulyadi, M.Si dan Gitasiswhara, SE.Par.,MM

Dalam perkembangan industri pariwisata, terdapat beberapa isu utama yang tengah disoroti sebagai topik penelitian, salah satunya adalah masalah loyalitas pelanggan (*customer loyalty*). Loyalitas tamu memberikan dampak terhadap hotel, sehingga pihak manajemen hotel harus memperhatikan hal tersebut. Hotel Concordia adalah salah satu hotel bintang dua di Bandung yang dihadapkan dengan permasalahan rendahnya loyalitas tamu member di hotel. Oleh karena itu Hotel Concordia Bandung harus memiliki strategi untuk mengatasi masalah tersebut dengan berupaya meningkatkan dan mempertahankan semua aspek untuk mendapatkan serta mempertahankan loyalitas membernya. Dengan demikian peneliti memilih *co-creation* sebagai salah satu solusi yang dapat ditetapkan untuk meningkatkan tingkat loyalitas member Bumi Sangkuriang di Hotel Concordia. Dalam penelitian ini variabel independen (X) yang digunakan yaitu *co-creation* yang terdiri dari *dialogue*, *access*, dan *transperancy*. Variabel dependen (Y) yaitu *customer loyalty*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel sebanyak 236 responden yaitu tamu member Bumi Sangkuriang dengan teknik penarikan yang digunakan adalah *systematic random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *co-creation* di Hotel Concordia Bandung indikator *access* mendapatkan penilaian terendah sedangkan *transperancy* mendapat penilaian tertinggi dan didapatkan bahwa adanya pengaruh *co-creation* terhadap *customer loyalty*. Setiap dimensi *co-creation* yang terdiri *dialogue*, *access*, dan *transperancy* memiliki pengaruh terhadap *customer loyalty*. Dapat disimpulkan bahwa *co-creation* memberikan pengaruh signifikan terhadap *customer loyalty* di Novotel Tangerang, dengan presentase sebesar 51% dan sisanya 49% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Co-Creation*, *Customer Loyalty*, Hotel Concordia Bandung

ABSTRAK

Rizal Aga Saputra (1304397), **“The Influence of Co-Creation on Customer Loyalty”** (Survey of member Bumi Sangkuriang at Concordia Hotel Bandung), under the guidance of Dr. H. Hari Mulyadi, M.Si and Gitasiswhara, SE.Par.,MM

In the development of the tourism industry, there are several major issues being highlighted as research topics, one of which is the issue of customer loyalty. Guest loyalty affects the hotel, so the hotel management should pay attention to it. Hotel Concordia is one of the two star hotels in Bandung that is faced with the problem of low loyalty of guests of member at the hotel. Therefore Hotel Concordia Bandung should have a strategy to overcome these problems by trying to improve and maintain all aspects to gain and maintain the loyalty of its members. Thus the researchers chose co-creation as one solution that can be set to increase the level of loyalty of members of the Bumi Sangkuriang at the Hotel Concordia. In this study the independent variable (X) used co-creation consisting of dialogue, access, and transparency. Dependent variable (Y) is customer loyalty. The type of research used is descriptive and verification with the method used is explanatory survey and cross sectional approach. Samples were 236 respondents ie guest of Bumi Sangkuriang with withdrawal technique used was systematic random sampling. Data analysis technique used is multiple regression. Implementation of co-creation at Hotel Concordia Bandung indicator access get the lowest valuation while transparency get the highest rating and found that the influence of co-creation to customer loyalty. Each co-creation dimension consisting of dialogue, access, and transparency has an effect on customer loyalty. It can be concluded that co-creation gives significant influence to customer loyalty in Novotel Tangerang, with percentage of 51% and the remaining 49% influenced by other factors not examined in this research.

Key Words : Co-Creation, Customer Loyalty, Hotel Concordia