

## ABSTRAK

**Farhan Naufal (1405983) “Pengaruh Program *Customer Relationship Management* Terhadap Loyalitas Pelanggan Bisnis Hotel XYZ Bandung”, dibawah bimbingan Dr. Vanessa Gaffar, SE, Ak. MBA. dan Dr. Mokh. Adieb Sultan, ST, MT**

Seiring berkembangnya industri pariwisata, maka bermunculan Biro perjalanan wisata untuk menunjang kegiatan kepariwisataan. Biro perjalanan wisata atau travel *agent* ini kerap juga perlu melakukan kontrak kerjasama dengan pihak hotel. Hotel XYZ perlu membangun kerjasama dengan biro perjalanan wisata atau travel *agent* dan juga membangun loyalitas dari pelanggan bisnis dari travel *agent* melalui program *customer relationship management*. Penelitian ini bertujuan untuk mengetahui gambaran *customer relationship management* dan loyalitas pelanggan bisnis. Dan untuk mengetahui apakah terdapat pengaruh program *customer relationship management* terhadap loyalitas pelanggan bisnis hotel XYZ Bandung. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif, dengan jumlah sampel 47 travel *agent*. Teknik analisis yang digunakan adalah uji normalitas, analisis korelasi, analisis regresi linier sederhana dan uji hipotesis menggunakan uji T dengan menggunakan *software* SPSS. Hasil penelitian menunjukkan bahwa *customer relationship management* dan loyalitas pelanggan bisnis pada hotel XYZ Bandung berada pada kategori tinggi. Hasil perhitungan korelasi, variabel *customer relationship management* memiliki hubungan yang positif dengan klasifikasi tinggi dengan loyalitas pelanggan bisnis. Hasil yang diperoleh dalam penelitian menyatakan bahwa program *customer relationship management* mempengaruhi loyalitas pelanggan bisnis. Dari hasil terhadap pengujian hipotesis dapat diketahui bahwa program *customer relationship management* memiliki pengaruh yang positif terhadap loyalitas pelanggan bisnis.

**Kata Kunci:***Customer Relationship Management, Customer Loyalty, Hotel*

## **ABSTRACT**

**Farhan Naufal (1405983) "The Influence of Customer Relationship Management Program on Customer Loyalty of Hotel Business XYZ Bandung", under guidance of Dr. Vanessa Gaffar, SE, Ak. MBA. and Dr. Mokh. Adieb Sultan, ST, MT**

*Along with the development of the tourism industry, tourism travel agencies have emerged to support tourism activities. Travel agents often also need to enter into contracts with the hotel. Hotel XYZ needs to build partnerships with travel agents and also build loyalty from business customers from travel agents through customer relationship management programs. This study aims to find out customer relationship management and business customer loyalty. And to find out whether there is an influence of the customer relationship management program on the loyalty of XYZ Bandung hotel business customers. The method used in this study is descriptive and verification, with a sample of 47 travel agents. The analysis technique used is normality test, correlation analysis, simple linear regression analysis and hypothesis testing using T test using SPSS software. The results showed that customer relationship management and business customer loyalty at XYZ Bandung hotels were in the high category. The results of correlation calculations, customer relationship management variables have a positive relationship with high classification with business customer loyalty. The results obtained in the study stated that customer relationship management programs affect business customer loyalty. From the results of hypothesis testing it can be seen that the customer relationship management program has a positive influence on business customer loyalty.*

**Keywords: Customer Relationship Management, Customer Loyalty, Hotel**