

**Analisis *Customer Relationship Management* Dalam Meningkatkan Loyalitas**

**Pelanggan Di Industri Perhotelan**

**(*Systematic Literature Review*)**

**SKRIPSI**

Diajukan Sebagai Syarat Untuk Memperoleh Gelar Sarjana Pariwisata

Pada Program Studi Manajemen Pemasaran Pariwisata



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*ANALISIS CUSTOMER RELATIONSHIP MANAGEMENT DALAM MENINGKATKAN LOYALITAS PELANGGAN DI  
INDUSTRI PERHOTELAN (SYSTEMATIC LITERATURE REVIEW)*

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## **ABSTRAK**

### **Analisis Customer Relationship Management Dalam Meningkatkan Loyalitas Pelanggan Di Industri Perhotelan**

*(Systematic Literature Review)*

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Perhatian pada *Customer Relationship Management* (CRM) yang berkelanjutan semakin meningkat belakangan ini. Manajemen hotel dalam mewujudkan loyalitas pelanggan adalah dengan mengoptimalkan *Customer Relationship Management* (CRM). Penelitian ini melakukan *literature review* yang sistematis tentang CRM pada industri perhotelan dengan menampilkan literatur dari tahun 2017-2022. Tujuan keseluruhan penelitian ini adalah untuk mengetahui hubungan CRM dengan loyalitas pelanggan pada industri perhotelan. dari studi lima tahun terakhir terkait *Customer Relationship Management* di industri perhotelan, diketahui bahwa topik penelitian mengenai program loyalitas atau kesetiaan masih banyak diteliti. Dengan keberhasilan mengimplementasikan dimensi yang ada pada CRM serta implementasi berdasarkan kategori analitis dan *behavioural* penerapan CRM dalam industri perhotelan dapat meningkatkan loyalitas pelanggan yang ada serta menjaga hubungan jangka panjang dengan tamunya.

**Keywords:** *Customer Relationship Management, Customer Loyalty, Loyalty Program, Industri Perhotelan.*

## ***ABSTRACT***

### ***Analysis of Customer Relationship Management to Increase Customer Loyalty in Hospitality Industry***

***(Systematic Literature Review)***

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*Attention to sustainable Customer Relationship Management (CRM) has increased recently. Hotel management in realizing customer loyalty is by optimizing Customer Relationship Management (CRM). This study conducted a systematic literature review on CRM in the hospitality industry by presenting literature from 2017-2022. The overall purpose of this study is to determine the relationship between CRM and customer loyalty in the hospitality industry. From a study of the last five years related to Customer Relationship Management in the hospitality industry, it is known that the topic of research regarding loyalty or loyalty programs is still being researched. By applying the dimensions that exist in CRM and implementation based on analytical categories and implementing CRM behavior in the hospitality industry, it can increase the loyalty of existing customers and maintain long-term relationships with guests.*

***Keywords:*** ***Customer Relationship Management, Customer Loyalty, Loyalty Program, Hospitality Industry***

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