# ANALISIS *CUSTOMER RETENTION* PADA INDUSTRI PERHOTELAN DALAM RUANG LINGKUP GLOBAL (*SYSTEMATIC LITERATURE REVIEW*)

## SKRIPSI

Diajukan Sebagai Syarat untuk Memperoleh Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata

Oleh:

Arvega Syah Walda Putra

1806424

PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL

UNIVERSITAS PENDIDIKAN INDONESIA

BANDUNG

2022

# LEMBAR HAK CIPTA

ANALISIS *CUSTOMER RETENTION* PADA INDUSTRI PERHOTELAN
DALAM RUANG LINGKUP GLOBAL
*(SYSTEMATIC LITERATURE REVIEW)*

Oleh:

Arvega Syah Walda Putra

1806424

Sebuah Skripsi yang diajukan untuk memenuhi syarat untuk memperoleh gelar

Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata

Fakultas Ilmu Pengetahuan Sosial

Universitas Pendidikan Indonesia

# LEMBAR PENGESAHAN

## ANALISIS *CUSTOMER RETENTION* PADA INDUSTRI PERHOTELAN
## DALAM RUANG LINGKUP GLOBAL
## (*SYSTEMATIC LITERATURE REVIEW*)
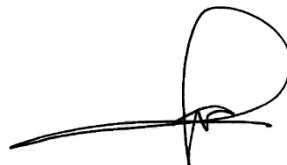
Skripsi ini disetujui dan disahkan oleh:

**Pembimbing 1**                                       **Pembimbing 2**

**Prof. Dr. Vanessa Gaffar, S.E., Ak., M.B.A**         **Dr. Gitasiswhara. SE.Par., MM**
**NIP. 19740307 200212 2 005**                         **NIP. 19730510 200812 1 002**

**Mengetahui,**
**Ketua Prodi**
**Manajemen Pemasaran Pariwisata**

**Yeni Yuniawati., S.Pd., MM**
**NIP. 19810608 200604 2 001**

**Tanggung Jawab Yuridis**
**Ada pada Penulis**

**Arvega Syah Walda Putra**
**1806424**

# ABSTRAK

Arvega Syah Walda Putra, 1806424 "Analisis *Customer Retention* pada Industri Perhotelan dalam Ruang Lingkup Global (*Systematic Literature Review*)" dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., M.B.A dan Dr. Gitasiswhara, SE.Par., MM.

*Customer retention* sangat penting untuk kelangsungan hidup hotel. Dalam industri perhotelan, *customer retention* ini merupakan salah satu kunci untuk kesuksesan jangka panjang karena memberikan manfaat yang besar seperti keuntungan, pengurangan biaya pemasaran, dan meningkatkan *word of mouth. Customer retention* didefinisikan sebagai cara perusahaan mempertahankan pelanggannya dan merubah pelanggan baru menjadi pelanggan tetap dan menjaga hubungan baik dengan mereka. Tujuan dari penelitian ini adalah untuk mengetahui konteks penelitian industri perhotelan yang banyak diteliti terkait *customer retention* dan faktor yang mempengaruhi *customer retention* di industri perhotelan. Penelitian ini merupakan penelitian kualitatif yang menggunakan metode *systematic literature review* untuk menjelaskan *customer retention* di industri perhotelan melalui identifikasi 16 artikel. Data yang digunakan dalam penelitian ini peneliti mencari dari lima *database (Science Direct, Sage, Scopus, Taylor and Francis, dan Springer)*. Penelitian ini mengungkapkan konteks penelitian di industri perhotelan yang dikaitkan dengan *customer retention* dan faktor-faktor yang mempengaruhi *customer retention* di industri perhotelan. Penelitian ini menjadi dasar pengembangan studi pemasaran *customer retention* untuk penelitian lanjutan, selain itu juga penelitian ini berperan untuk memberikan masukan kepada *stakeholder* industri perhotelan terkait penerapan *customer retention* di industri perhotelan.

Kata kunci: Retensi pelanggan, hotel, *systematic literature review*

# ABSTRACT

Arvega Syah Walda Putra, 1806424 *"Customer Retention Analysis of the Hospitality Industry in A Global Scope (Systematic Literature Review)" under* Prof. Dr. Vanessa Gaffar, S.E., Ak., M.B.A. *and* Dr. Gitasiswhara, SE.Par., MM.

*Customer retention is critical to the survival of the hotel. In the hospitality industry, this customer retention is one of the keys to long-term success as it provides great benefits such as profitability, reduced marketing costs, and improved word of mouth. Customer retention is defined as the way a company maintains its customers and converts new customers into regular customers and maintains good relationships with them. The purpose of this study is to identify the research context of the hospitality industry that was extensively studied regarding customer retention and the factors affecting customer retention in the hospitality industry. This study is a qualitative study that uses the Systematic Literature Review method to explain customer retention in the hospitality industry through the identification of 16 articles. The data used in this study are from five databases (Science Direct, Sage, Scopus, Taylor and Francis, and Springer). This study revealed the context of research in the hospitality industry linked to customer retention and the factors influencing customer retention in the hospitality industry. This research is the basis for the development of customer retention marketing studies for follow-up research, as well as the role of providing input to hospitality industry stakeholders regarding the application of customer retention in the hospitality industry.*

*Keywords: Customer retention, hotel, systematic literature review*

# DAFTAR ISI

# DAFAR PUSTAKA

Achieng, Si. A. (2016). *Customer Retention Strategies and Hotel Performance in Classified Hotels in Mombasa County, Kenya.*

Alberto, C., Sampaio, F., Herna, M., & Jose, R. (2019). *The Relationship Between Market Orientation , Customer Loyalty and Business Performance: A Sample From the Western Europe Hotel Industry.* https://doi.org/10.1177/1467358419829179

Al-dweik, M. R. (2018). *The Role of Hotel Staff in Returning Customers in the Five and Four Star Hotels ( Case Study Dead Sea ).* 36, 47–56.

Al-Gharaibah, O B (2020) *Customer Retention in Five-Star Hotels in Jordan: The Mediating Role of Hotel Perceived Value.* https://doi.org/10.5267/j.msl.2020.7.015

Al-homery, H. A., Asharai, H., & Ahmad, A. (2019). *The Core Components and Types of CRM.* 7(1), 121–145.

Alkitbi, S. S., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2021). *Factors Affect Customer Retention: A Systematic Review.* https://doi.org/10.1007/978-3-030-58669-0_59

Alshourah, S., Alassaf, H., & Altawalbeh, M. (2018). *Roles of Top Management and Customer Orientation in Enhancing the Performance of Customer Relationship Management ( CRM ) in Hotel Industry.* 6(3), 233–239.

Anis, P., & Abdullah, A. (2018). *Diagnosis of Positive Indicators of Customer Retention a Survey of the Views of Customers of the Diwan Hotel, A First Class Hotel in Baghdad.* 2(42), 1–14.

Arabia, B. S., & Region, Q. (2019). *Pillars of Customer Retention : An Empirical Study one the Influence of Customer Satisfaction, Customer Loyalty, Customer Profitability on Customer Retention.* 14(2), 421–435. https://doi.org/10.5937/sjm14-15517

Artha, B., Zahara, I., & Sari, N. P. (2022). *Customer Retention : A Literature Review.* 2(1), 30–45. https://doi.org/10.47153/sss21.2952022

Astuti, W., & Respati, H. (2020). *The Influence of Experiential Marketing and Relationship Marketing on Hotel Customer Loyalty.* 4464(9). https://doi.org/10.36349/EASJEBM.2020.v03i09.003

Aurora, C., Barbu, M., & Condrea, E. (2020). *Determining the Quality of Hotel Services in Mamaia Resort*. XX(2), 141–148.

Barusman, A. R. P., Rulian, E. P., & Susanto. (2019). *The Antecedent of Customer Satisfaction and its Impact on Customer Retention in Tourism as Hospitality Industry. International Journal of Advanced Science and Technology*. 28(8 Special Issue), 322–330. https://doi.org/10.31235/osf.io/469v5

Casais, B., Fernandes, J., & Sarmento, M. (2020). *Tourism Innovation Through Relationship Marketing And Value Co-Creation : A Study on Peer-To-Peer Online Platforms for Sharing Accommodation. Journal of Hospitality and Tourism Management*. 42, 51–57. https://doi.org/10.1016/j.jhtm.2019.11.010

Cengiz, E., Cengiz, F., Cavusoglu, M., & Cobanoglu, C. (2019). *Managerial Perceptions of Cost-System Obsolescence and Factors That Might Affect It: A Case Study in the Turkish Hotel Industry. International Journal Of Contemporary Hospitality Management*. 31(7), 2884–2913. https://doi.org/10.1108/IJCHM-01-2018-0099

Chetioui, Y., Abbar, H., & Benabbou, Z. (2017). *The Impact of CRM Dimensions on Customer Retention in the Hospitality Industry: Evidence from the Moroccan Hotel sector. Journal of Research in Marketing*. 8(1), 652. https://doi.org/10.17722/jorm.v8i1.211

Das, S. (2018). *The Impact of Customer Relationship Management (CRM) Practices on Customer Retention and the Mediating Effect of Customer Satisfaction*. 1, 95–103.

Education, F. O. F., & Studies, B. (2020). *Customer Retention Through Trust in The Sharing Economy.*

Ghaleb, A., & Alhakimi, W. (2019). *The Impact of CRM Components System on Customer Retention in The Telecom Industry: A Case Of Y-Telecom in Yemen. Middle East J. of Management*. 6(4), 378. https://doi.org/10.1504/mejm.2019.10021658

Han, H., & Yoon, H. (2015). *Customer Retention in the Eco-Friendly Hotel Sector : Examining the Diverse Processes of Post-Purchase Decision- Making*. https://doi.org/10.1080/09669582.2015.1044535

Han, H., Jongsik, Y., & Hyun, S. S. (2020). *Nature Based Solutions and Customer Retention Strategy: Eliciting Customer Well-Being Experiences and Self-*

*Rated Mental Health. International Journal of Hospitality Management.* https://doi.org/10.1016/j.ijhm.2019.102446

Hanaysha, J. R. (2018). *Customer Retention and The Mediating Role of Perceived Value in Retail Industry. World Journal of Entrepreneurship, Management and Sustainable Development.* 14(1), 2–24. https://doi.org/10.1108/wjemsd-06-2017-0035

Hashim, A., & Business, I. (2020). *What Drives Customer Switching Intention in Malaysian Hotel Industry?.* 23(1), 18–40.

Hsu, L., Zhang, J. J., & Lawrence, B. (2020). *The Moderating Role of Hotel Type on Advertising Expenditure Returns in Franchised Chains. Journal of Advertising.* 0(0), 1–17. https://doi.org/10.1080/00913367.2020.1809032

Hua, N., Wei, W., Defranco, A. L., Wang, D., & Hua, N. (2018). *Do Loyalty Programs Really Matter for Hotel Operational and Financial Performance?* https://doi.org/10.1108/IJCHM-12-2016-0643

Hyun, S., Cha, J., Singh, A. J., & Knutson, B. (2013). *A Longitudinal Investigation to Test the Validity of the American Customer Satisfaction Model in the U.S. Hotel Industry. International Journal of Hospitality Management.* 35, 193–202. https://doi.org/10.1016/j.ijhm.2013.05.004

Jang, S., Liu, T., Hye, J., & Yang, H. (2018). *Understanding Important Hotel Attributes From the Consumer Perspective Over Time. Australasian Marketing Journal.* https://doi.org/10.1016/j.ausmj.2018.02.001

Kam, K., So, F., & Kim, H. H. (2019). *Customer Engagement in Hospitality and Tourism : A Systematic Review and Future Research Agenda.* 1–23. https://doi.org/10.1177/1096348019895562

Kim, Y. H., Barber, N., & Kim, D. (2019). *Sustainability Research in the Hotel Industry : Past, Present, and Future. Journal of Hospitality Marketing & Management.* 28(05), 1–45. https://doi.org/10.1080/19368623.2019.1533907

Li, L., Yuan, S. mei, & Jiang, N. (2014). *An Analysis of The Influencing Factors of Customer retention in Tourism Resort Industry: A Case Study of Lingnan Impression Park, Guangzhou, China.* 2(2), 1–13. https://doi.org/10.15604/ejbm.2014.02.02.001

Loyy, B., & Kumar, M. (2018). *A Critical Analysis on Service Quality and Customer retention.*

Magatef, S. G., & Tomalieh, E. F. (2015). *The Impact of Customer Loyalty Programs on Customer Retention*. 6(8), 78–93.

Majeed, M., Asare, C., Fatawu, A., Abubakari, A., Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). *An Analysis of The Effects of Customer Satisfaction and Engagement on Social Media on Repurchase Intention in the Hospitality Industry. Cogent Business & Management*. 9(1). https://doi.org/10.1080/23311975.2022.2028331

Maramba-toperoromo, F., & Shoko, J. (2020). *Impact of Customer Centric Strategy on Customer Satisfaction : A Case Study of Golden Peacock Villa Hotel In Mutare*. 40–58. https://doi.org/10.36713/epra1013

Marinakou, E., & Giousmpasoglou, C. (2019). *Talent Management and Retention Strategies in Luxury Hotels : Evidence From Four Countries*. 31(10), 3855–3878. https://doi.org/10.1108/IJCHM-10-2018-0862

Miranda, K. (2018). *The Effects of Loyalty Programs on Profits and Customer Retention.*

Mohsin, A., Rodrigues, H., & Brochado, A. (2019). *Management Shine Bright Like a Star: Hotel Performance and Guests Expectations Based on Star Ratings. International Journal of Hospitality Management*. 83, 103–114. https://doi.org/10.1016/j.ijhm.2019.04.012

Noor Hamid, A. B., & Cheng. (2012). *Factors Affecting Consumer Retention of Hotel Web Sites in Hospitality and Tourism Industry*. 2, 143–148.

Ofosu-Boateng, I. (2020). *Effect of Sales Promotion and Relationship Marketing on Customer Retnetion in the Telecommunication Industry in Accra, Ghana. British Journal of Management and Marketing Studies*. 3(1), 37–54. https://abjournals.org/british-journal-of-management-and-marketing-studies-bjmms/wp-content/uploads/sites/3/journal/published_paper/volume-3/issue-1/BJMMS_NtgSyEOz.pdf

Oppong, G., Ampong, A., Mohammed, M., & Appaw-agbola, E. T. (2020). *Exploring Customer Loyalty Following Service Recovery: A Replication Study in the Ghanaian Hotel Industry.* https://doi.org/10.1108/JHTI-03-2020-0034

Orantes-Jiménez, S.-D., Vázquez-Álvarez, G., & Tejeida-Padilla, R. (2017). *Impact of Customer Relationship Management on Customer Loyalty, Customer Retention and Customer Profitability for Hotelier Sector*. 15(4), 36–43.

Reza, S., & Mubarik, M. S. (2020). *Relationship Marketing and Third-Party Logistics: Evidence from Hotel Industry*. 3(3), 371–393. https://doi.org/10.1108/JHTI-07-2019-0095

Rosalina, V., H, H., & Triayudi, A. (2019). *Electronic Customer Relationship Management (E-CRM) Application as Efforts to Increase Customer Retention of Micro Small and Medium Enterprises (MSMEs) in Banten Indonesia*. International Journal of Computer Applications. 181(39), 1–8. https://doi.org/10.5120/ijca2019918310

Salem, S. F. (2021). *Do Relationship Marketing Constructs Enhance Consumer Retention? An Empirical Study Within the Hotel Industry*. https://doi.org/10.1177/21582440211009224

Sarwari, S. (2021). *Customer Satisfaction Model : Identify the Determinants of Budget Hotel*. 5(1), 34–51. https://doi.org/10.4018/IJTHMDA.2021010103

Siswanto, S. (2012). Systematic Review Sebagai Metode Penelitian untuk Mensintesis Hasil-Hasil Penelitian (Sebuah Pengantar). Buletin Penelitian Sistem Kesehatan, 13(4). https://doi.org/10.22435/bpsk.v13i4

Sofi, M. R., Bashir, I., Parry, M. A., & Dar, A. (2020). *The Effect of Customer Relationship Management (CRM) Dimensions on Hotel Customer's Satisfaction in Kashmir. International Journal of Tourism Cities*. 6(3), 601–620. https://doi.org/10.1108/IJTC-06-2019-0075

Sourvinou, A., & Filimonau, V. (2017). *Planning for an Environmental Management Programme in a Luxury Hotel and its Perceived Impact on Staff : An Exploratory CaseSstudy*. 9582. https://doi.org/10.1080/09669582.2017.1377721

Sousa, B. M., & Alves, G. M. (2018). *The Role of Relationship Marketing in Behavioural Intentions of Medical Tourism Services and Guest Experiences*. https://doi.org/10.1108/JHTI-05-2018-0032

Srivastava, S. K., Chandra, B., & Shandilya, G. (2018). *Customer Relationship Management (CRM) on Customer Loyalty and Retention in Hotel Industry of Jharkhand*. 9(1), 784–796.

Srivastava, S., & Singh, N. (2021). *Do Corporate Social Responsibility (CSR) Initiatives Boost Customer Retention in the Hotel Industry? A Moderation-Mediation Approach. Journal of Hospitality Marketing & Management*, 00(00), 1–27. https://doi.org/10.1080/19368623.2021.1841705

Syaqirah, Z. N., & Faizurrahman, Z. P. (2014). M*anaging Customer Retention of Hotel Industry in Malaysia. Procedia Social and Behavioral Sciences*. 130, 379–389. https://doi.org/10.1016/j.sbspro.2014.04.045

Tahir, R., & Corresponding, A. (2020). *Evaluating the Impact of Customer Relationship Management (CRM) Strategies on Customer Retention (A Study of Fast Food Chains in Pakistan)*. 11(2). https://doi.org/10.5296/bms.v11i2.17934

Triandini, E., Jayanatha, S., Indrawan, A., Werla Putra, G., & Iswara, B. (2019). Metode *Systematic Literature Review* untuk Identifikasi *Platform* dan Metode Pengembangan Sistem Informasi di Indonesia. *Indonesian Journal of Information Systems*. 1(2), 63. https://doi.org/10.24002/ijis.v1i2.1916

Wong, A., Guillet, B. D., & Wong, A. (2018). *Value of a Hotel Stay : A Case Study in Hong Kong. Asia Pacific Journal of Tourism Research*. 0(0), 1–12. https://doi.org/10.1080/10941665.2018.1492941