

## INTISARI

Loyalitas pelanggan merupakan hal penting bagi setiap perusahaan. Untuk menciptakan pelanggan yang loyal salah satunya dengan cara meningkatkan program *customer relationship management* dan menjaga kepuasan pelanggan sehingga pelanggan akan melakukan pembelian ulang dan merekomendasikan produk atau jasa suatu perusahaan kepada orang lain. Loyalitas pelanggan sangat menentukan umur panjang sebuah bisnis.

Penelitian ini dilatarbelakangi oleh persaingan pasar dalam bisnis hotel di Surabaya dimana hotel tumbuh sangat pesat. Penelitian ini bertujuan untuk mengetahui pengaruh *customer relationship management* dan kepuasan pelanggan terhadap loyalitas pelanggan pada Hotel Santika Premiere Gubeng Surabaya. Populasi penelitian ini adalah *VIP Guest* Hotel Santika Premiere Gubeng Surabaya dengan jumlah responden sejumlah 100 responden. Teknik pengambilan sampel menggunakan metode *purposive sampling* yaitu teknik pengambilan sampel dengan kriteria tertentu. Sedangkan teknik analisa yang digunakan adalah analisa regresi linier berganda. Hasil pengujian menunjukkan bahwa *customer relationship management* dan kepuasan pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan pada Hotel Santika Premiere Gubeng Surabaya.

Kata kunci: *Customer Relationship Management (CRM)*, Kepuasan pelanggan, Loyalitas Pelanggan, Hotel

## **ABSTRACT**

Customer loyalty is an important thing for every company. One of the ways to have a loyal customer is by improving the customer relationship management and maintaining customer satisfaction so the customers will conduct repurchase and recommend the products and services of a company to other customers. Customer loyalty determines the sustainability of a business.

This research is motivated by business competition in the hotel market at Surabaya where hotels are growing very rapidly. This research is meant to find out the influence of customer relationship management and customer satisfaction to the customer loyalty at Hotel Santika Premiere Gubeng Surabaya. The population is all VIP Guests Hotel Santika Premiere Gubeng Surabaya and the numbers of respondents are 100 people. The sample collection technique has been done by using purposive sampling method which is carried by using certain criteria. Meanwhile the analysis technique has been done by using multiple linear regressions analysis. The result of the test shows that customer relationship management and customer satisfaction gives positive and significant influence to the customer loyalty at Hotel Santika Premiere Gubeng Surabaya.

**Keywords:** Customer Relationship Management (CRM), customer satisfaction, customer loyalty, hotel.