



Laporan Penelitian

**Analisis Penerapan Program *Customer Relationship Management (CRM)* Hubungannya
Dengan Loyalitas Pelanggan
(Studi Kasus Di Swiss Belhotel Maleosan Manado)**

(Dibiayai oleh Dana PNBP)

Disusun Oleh .

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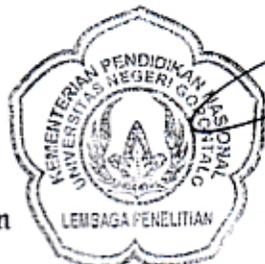


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ABSTRACT

ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT PROGRAM APPLICATION RELATED TO CUSTOMER LOYALTY

(A CASE STUDY IN SWISS BELHOTEL MALEOSAN MANADO)

One to build a hotel customer loyalty is to maintain the existing customers, so that they are loyal and do not proceed to other to other competitors. To build their loyalty, the bussiness strategy to maintain the customer's loyalty is called "customer relationship management" (CRM). The purpose of this research are : 1) to the identify application of CRM program in Swiss Belhotel Maleosan Manado, 2) to the identify customer loyalty in this hotel, 3) to the identify application of CRM program which has influence in customer loyalty in this hotel. The research method using a case study is to describe, summarize many condition, situation or variables emerging in object based on what was happening. The result shows that the application of the program has correlation with customer loyalty, assuming that coefficient correlation of 0,417 indicates normal correlation between CRM program application and customer loyalty. Hypothesis test is $t_{account} = 5.522$, meaning that the application has positive and significant influence on customer loyalty. Whereas that output coefficient determination is that influence of the program on customer loyalty is 17,4 % . Generally, the application of CRM program in Swiss Belhotel Maleosan Manado has been running well, but still needs to be improved to increase the customer loyalty.

Key words: Customer Relationship Management, Customer loyalty