

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul Laporan Skripsi : Strategi Customer Retention Marketing Dalam
Mempertahankan Loyalitas Pelanggan Di
Hotel Royal Tulip Gunung Geulis
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Industri perhotelan atau hospitality industry menjadi bagian integratif dari sektor pariwisata di Indonesia. Penelitian ini berusaha mengkaji tentang strategi Customer Retention Hotel Royal Tulip Gunung Geulis Resort & Golf dalam mempertahankan loyalitas pelanggan di kota Bogor, sebagai salah satu kota pariwisata besar di Indonesia, di tengah hadirnya hotel- hotel baru yang jumlahnya meningkat cukup signifikan. Tujuan penelitian ini adalah untuk mengetahui strategi Customer Retention Marketing dalam mempertahankan loyalitas pelanggan.

Pada penelitian ini menggunakan lima penelitian terdahulu, Sedangkan aspek teoritis yang digunakan adalah Marketing Communication, Customer Retention Marketing, dan Strategi Customer Retention Marketing. Paradigma dalam penelitian ini menggunakan paradigma postpositivisme dengan menggunakan pendekatan penelitian kualitatif. Adapun metode penelitian yang digunakan adalah metode penelitian studi kasus. Teknik pengumpulan data yang digunakan wawancara, observasi dan studi literatur. Teknik analisis data meliputi reduksi data, penyajian data, dan verifikasi.

Hasil penelitian ini menunjukkan proses strategi customer retention marketing meliputi Program Loyalitas, dan Promosi Penjualan Food & Beverage setiap bulannya yang di share melalui kontak pelanggan berdasarkan database dari Front Office Department. Aspek perencanaan meliputi segmentasi, targeting, dan sasaran komunikasi.

Kata kunci : Customer Retention Marketing, Loyalitas Pelanggan, Strategi

ABSTRACT

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Study Program : Faculty of Communication
Title Internship Report : Strategy Customer Retention Marketing in
Maintaining Customer Loyalty in Hotel
Royal Tulip Gunung Geulis
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The hotel industry or hospitality industry is an integral part of the tourism sector in Indonesia. This research seeks to examine the Customer Retention strategy of the Royal Tulip Gunung Geulis Resort & Golf Hotel in maintaining customer loyalty in the city of Bogor, as one of the major tourism cities in Indonesia, amidst the presence of new hotels whose number has increased quite significantly. The purpose of this study is to determine the Customer Retention Marketing strategy in maintaining customer loyalty.

This study uses five previous studies, while the theoretical aspects used are Marketing Communication, Customer Retention Marketing, and Customer Retention Marketing Strategy. The paradigm in this study uses the postpositivism paradigm using a qualitative research approach. The research method used is a case study research method. Data collection techniques used interviews, observation and literature studies. Data analysis techniques include data reduction, data presentation, and verification.

The results of this study indicate that the customer retention marketing strategy includes the Loyalty Program and Food & Beverage Sales Promotions every month which are shared through customer contact based on the database of the Front Office Department. Planning aspects include segmentation, targeting, and communication goals.

Keywords: Customer Retention Marketing, Customer Loyalty, Strategy