

ASBTRACT

In the hotel affairs industry, *customer relationship* was very important to create customer loyalty. In this case relationship will create added value to the customer compare with other factors such as price and product future, because of will be increasing the lifetime for customers. The famous hotels try to give more than customer satisfaction and ascertain to give value through connection relationship than transactional based only. *Customer relations* strategy in the hotel affairs industry based on the basic principles has statement that good services can not guarantee customer satisfaction and the customer satisfaction can not guarantee loyalty. For the hotels affairs product, *customer relationship* based on *moment of truth* which recommended with the unique characteristic from the hotels affairs industry will be interesting attention the services provider to give the priority to customers. In order to achieve relationship maintaining with customers successfully which gave the impact to the customer satisfaction, Swiss-belHotel Papua has already implemented the customer relations strategy.

The objective of this research was to identify (1) *customer relationship* strategy used by Swiss-belHotel Papua in Jayapura was to improve customer's satisfaction and (2) obstacles in implementing *Customer Relationship* Strategy application in Swiss-belHotel Papua in Jayapura.

Research method in this research was descriptive method that illustrated and defined facts as well as charts and also its analysis referred to *customer relationship* strategy format as a research direction. Data collection was conducted by interview method and documentation. The interview was conducted with Swiss-belHotel Papua management that were represented by Public Relationship Manager, Human Resources Manager, and Marketing Manager.

Research result showed that (1) *customer relationship* strategy applied by Swiss-belHotel Papua to improve customer's satisfaction that performed among others: (a) *Research (defining the problem)*; (b) *Planning and Programming*; (c) *Taking Action and Communicating*; (d) *Evaluating the Program*; and (e) *Stewardship*. The performance of *customer relationship* strategy applied by Swiss-belHotel Papua was quite successful and it has seen from the increasing of Swiss-belHotel Papua visitor number each year; and (2) *Customer Relationship* Strategy applied in Swiss-belHotel Papua has obstacles in initial steps such as in the *defining the problems (research)*, human resources and promotional or advertisement obstacles. So it is suggested that to overcome the occurred obstacles for fluency on *Customer Relationship* strategy to enhance costumer satisfy in Swiss-belHotel, Papua.

Keywords: Customer Relations Strategy, Public Relation.