

## ABSTRAK

Pujo Suwarno, 2012. Pengaruh Customer Relationship Management terhadap Kualitas Layanan dan Loyalitas Pelanggan di Hotel Manohara. Tesis Program Pascasarjana, Program Magister Manajemen Universitas Pembangunan Nasional “Veteran” Yogyakarta. Pembimbing I : Dr. Yuni Istanto, M.Si. II. Surpiko Hapsoro Darpito, SE. M.Si.

**Kata Kunci:** Pengaruh, CRM, Kualitas Layanan, Loyalitas Pelanggan

Studi dalam penelitian ini mengenai Pengaruh Customer Relationship Management terhadap kualitas layanan dan loyalitas pelanggan di Hotel Manohara. Masalah yang diangkat dalam penelitian ini adalah : (1) Apakah program Customer Relationship Management berpengaruh langsung terhadap Kualitas Layanan di Hotel Manohara (2) Apakah program Kualitas Layanan berpengaruh langsung terhadap Loyalitas Pelanggan di Hotel Manohara. (3)

Apakah program Customer Relationship Management berpengaruh langsung terhadap Loyalitas Pelanggan (4). Apakah program Customer Relationship Management berpengaruh tidak langsung terhadap Loyalitas Pelanggan melalui Kualitas Layanan di Hotel Manohara.

Dalam penelitian ini menggunakan analisis regresi ganda. Analisis ini digunakan untuk mengetahui besar pengaruh variabel customer relationship management sebagai variabel independen terhadap kualitas layanan sebagai variabel dependen dan variabel Loyalitas pelanggan sebagai variabel independen. Jumlah sampel yang diambil 200 responden dengan teknik proporsional stratified random sampling dan menggunakan kuesioner untuk memperoleh data.

Hasil analisis deskriptif menunjukkan bahwa pengaruh langsung Customer Relationship Management terhadap kualitas layanan di Hotel Manohara termasuk kuat. Pengaruh langsung kualitas layanan terhadap loyalitas pelanggan di Hotel Manohara termasuk kuat. Pengaruh langsung Customer Relationship Management terhadap loyalitas pelanggan di Hotel Manohara sedang. Pengaruh tidak langsung Customer Relationship Management terhadap loyalitas pelanggan melalui kualitas layanan di Hotel Manohara termasuk kuat.

Hasil penelitian ini menunjukkan bahwa crm berpengaruh signifikan terhadap Kualitas layanan yang dibuktikan dengan hasil uji T sebesar 9,984 lebih besar dari t tabel (0.000) dan memiliki pengaruh sebesar 35%. Kualitas layanan berpengaruh langsung terhadap loyalitas pelanggan berpengaruh signifikan dengan dibuktikan dengan uji T sebesar 21.655 lebih besar dari t table (0,000) dan memiliki pengaruh 87.4%. CRM terhadap loyalitas pelanggan berpengaruh signifikan dengan dibuktikan dengan uji T sebesar 2,840 lebih besar dari t table (0,005) dan memiliki pengaruh sebesar 15,1%. Sedangkan pengaruh tidak langsung crm terhadap loyalitas pelanggan melalui kualitas layanan sebesar 66,6%

Melihat masing-masing variabel memiliki pengaruh yang signifikan maka disarankan para petugas di Hotel Manohara dalam melaksanakan CRM dengan meningkatkan kualitas layanannya untuk dapat mewujudkan loyalitas pelanggan.

## ABSTRACT

Pujo Suwarno, 2012. Effect of Customer Relationship Management for Quality of Service and Customer Loyalty in Hotel Manohara. Masters Thesis, University of Management Master Program Universitas Pembangunan Nasional "Veteran" Yogyakarta. Supervisor I: Dr. Yuni Istanto, M.Sc. II. Surpiko Hapsoro Darpito, SE. M.Sc.

Keywords: Effects, CRM, Service Quality, Customer Loyalty

The study in this research on the effect of customer relationship management for service quality and customer loyalty in Hotel Manohara. The issues raised in this research are: (1) Is Customer Relationship Management program directly affects the Quality of Service in Hotel Manohara (2) Does the program directly affects the Quality of Service Customer Loyalty in Hotel Manohara. (3) Is Customer Relationship Management program directly influence the Customer Loyalty (4). Is Customer Relationship Management program indirect effect on customer loyalty through quality of service in Hotel Manohara.

In this study using multiple regression analysis. This analysis is used to determine the effect of customer relationship management variables as independent variables on the dependent variable quality of service and customer loyalty variables as independent variables. The number of samples taken 200 respondents with a proportional stratified random sampling technique and used questionnaires to obtain data.

Descriptive analysis results indicate that the direct effect of Customer Relationship Management for service quality, including strong Manohara Hotel. The direct effect of service quality on customer loyalty in Hotel Manohara including powerful. Customer Relationship Management The direct effect on customer loyalty in Hotel Manohara being. Indirect Effect of Customer Relationship Management on customer loyalty through quality service in Hotel Manohara including powerful.

The results of this study show that crm significant effect on quality of service as evidenced by the test results of 9.984 T is greater than t table (0000) and has the effect of 35%. Service quality directly affects customer loyalty with significant proven by the test of 21 655 T greater than t table (0.000) and 87.4% having an effect. CRM on customer loyalty as evidenced by the significant test of 2.840 T is greater than t table (0,005) and has the effect of 15.1%. While the indirect effect crm customer loyalty through quality services at 66.6%

Seeing each variable has a significant effect it is recommended that the officials in Manohara Hotel in implementing CRM to improve service quality in order to achieve customer loyalty.