

## ABSTRAK

Green Hill Universal Hotel menggunakan strategi pemasaran untuk membangun hubungan antara perusahaan dengan pelanggannya ( *Relationship Marketing* ). *Relationship marketing* merupakan upaya – upaya yang terdiri dari *belonging, communication, customization, differentiation, personalization, rewarding, security & convenience*. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh upaya *relationship marketing* terhadap loyalitas pelanggan. Objek dari penelitian ini ialah 100 pelanggan Green Hill Universal Hotel yang dijadikan sebagai sampel penelitian. Kuesioner dan wawancara digunakan dalam mengumpulkan data kualitatif dan analisis regresi digunakan dalam data kuantitatif. Hasil penelitian yang diperoleh dari nilai koefisien determinasi yang telah disesuaikan ( *R square* ) menunjukkan pengaruh *relationship marketing* terhadap loyalitas pelanggan yaitu sebesar 0.844 atau 84.4% sedangkan sisanya 15.6% dipengaruhi oleh faktor lain. Berdasarkan hasil penelitian, diketahui bahwa upaya – upaya *relationship marketing* yang terdiri dari *belonging, communication, customization, differentiation, personalization, rewarding, security & convenience* berpengaruh terhadap loyalitas pelanggan.

Kata Kunci : *upaya relationship marketing, loyalitas pelanggan*

## ABSTRACT

*Green Hill Hotel Universal use marketing strategy to build relationship between the company with their customer ( Relationship Marketing ). Relationship marketing is an effort – an effort that consists of belonging, communication, customization, differentiation, personalization, rewarding, security and convenience. The purpose of this study is to investigate and analyze the influence of relationship marketing efforts to customer loyalty. The object of this research are 100 customers is Green Hill Universal Hotel who serve as research samples. Questionnaires and interviews are used in collecting qualitative data and regression analysis used in quantitative data. The results obtained from the value of the adjusted coefficient of determination ( R square ) shows the effect of relationship marketing on customer loyalty that is equal to 0.844 or 84.4%, while the remaining 15.6% influenced by other factors. Based on research, it is known that the effort – a relationship marketing efforts of belonging, communication, customization, differentiation, personalization, rewarding, security and convenience influence on customer loyalty.*

*Keywords: relationship marketing efforts, customer loyalty*

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