

ABSTRACT

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In the midst of a competitive economy as it is now, companies and organizations must attach great importance to customers and increase communication with buyers better. The key to success is to face the competitive market preferences and customer loyalty. Customer loyalty can be a guarantee for the survival of the company. Grand Kalpataru Sharia Hotel will realize the importance of customer loyalty. Therefore, the hotel management is implementing a CRM strategy. Expected to implement CRM strategies, Kalpataru Sharia Hotel can win customer loyalty and continue to increase customer loyalty.

The purpose of this study is to reveal the application of CRM strategy undertaken by Grand Kalpataru Sharia Hotel and to reveal the impact of the implementation of a CRM strategy undertaken by Grand Hotel Kalpataru Sharia to increased customer loyalty. The paradigm of this research is qualitative case study design. Data were obtained by interview and documentation.

The results showed that the implementation of a CRM strategy through four processes, include: (1) management of the hotel to collect customer data using personal contact the Front Office (FO) with customer data base system used the hotel is still the manual today, it is a concern for management so through several stages of a new database management system will be implemented. (2) The hotel management to obtain data regarding the level of customer visits. The data is then analyzed to obtain the identification of market segments. The company focuses on the distribution of traffic based on customer segmentation. Identify target customers based on the customers who used to come. (3) Some CRM programs made by management to retain customers (member card and dedicated customer service), turn customers into customers with both high LTV, and dealing with customers who are not profitable. (4) The implementation of CRM programs involve the whole company's internal. While the impact of the implementation of the CRM program to increased customer loyalty evidenced by the increase in hotel occupancy and hotel revenues within the last three months.