

## **ABSTRAK**

### **ANALISIS EFEKTIVITAS *LE CLUB ACCORHOTELS LOYALTY PROGRAM* YANG DIGUNAKAN NOVOTEL LAMPUNG TERHADAP LOYALITAS PELANGGAN**

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Program *Customer Relationship Management (CRM)* menekankan tentang hubungan perusahaan dengan pelanggannya dan pelanggan dianggap sebagai ujung tombak suatu usaha. Salah satu perusahaan yang menerapkan adanya program *Customer Relationship Management (CRM)* demi meningkatkan loyalitas pelanggannya adalah *Accor Management Group*. Program ini disediakan oleh *Accor Management Group* untuk memuaskan para anggota membeinya demi mendapatkan loyalitas dari pelanggan. Tujuan dari penelitian ini untuk mengetahui seberapa efektifkah program dari penggunaan member *Le Club AccorHotels Loyalty Program* dalam menarik pelanggan. Peneliti menggunakan 4 kategori untuk menjadi tolok ukur sangat efektif, efektif, kurang efektif, dan tidak efektif yaitu *High or True Loyalty*, *Latent Loyalty*, *Spurious Loyalty*, *Low Loyalty*. Teknik pengambilan data yang digunakan adalah wawancara dengan pihak Novotel Lampung dan Member *Le Club AccorHotels*, dan data tambahan dari dokumen maupun data *online* yang didapat. Dari 4 kategori tersebut, program member *Le Club AccorHotels* termasuk dalam kategori ke 3 yaitu *Spurious Loyalty* yang mendominasi dari hasil yang diteliti. Kategori ini menjadi dominan karena data yang didapat menunjukkan para member melakukan pembelian ulang walaupun tidak terlalu mempunyai ikatan emosional yang kuat terhadap Novotel Lampung. Melihat dari hasil yang didapat, maka penelitian ini menunjukkan bahwa *Le Club AccorHotels Loyalty Program* yang diterapkan oleh pihak Novotel Lampung Termasuk dalam kategori kurang efektif terhadap loyalitas pelanggannya.

Kata Kunci : *Customer Relationship Management (CRM)*, Loyalitas Pelanggan,  
Novotel Lampung

## **ABSTRACT**

### **ANALYSIS OF THE EFFECTIVITY OF LE CLUB ACCORHOTELS LOYALTY PROGRAM USED BY NOVOTEL LAMPUNG ON CUSTOMER LOYALTY**

**By**

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*Customer Relationship Management (CRM) programs emphasize the company's relationship with its customers and customers are considered as the spearhead of a business. One company that implements a Customer Relationship Management (CRM) program to increase customer loyalty is the Accor Management Group. This program is provided by Accor Management Group to satisfy its members to get customer loyalty. The purpose of this study is to find out how effective the program is from the use of Le Club AccorHotels Loyalty Program members in attracting customers. Researchers use 4 categories to be very effective, effective, less effective and ineffective benchmarks, namely High or True Loyalty, Latent Loyalty, Spurious Loyalty, Low Loyalty. The data were obtained from the interviews with Novotel Lampung and Le Club AccorHotels Members, and additional data from documents and online data obtained. The results show that among the 4 categories, the Le Club AccorHotels member program is included in the third category, which is Spurious Loyalty that dominates the results studied. This category became dominant because the data obtained showed that the members made repeat purchases even though they did not have strong emotional ties to Novotel Lampung. Based on the results, this study shows that Le Club AccorHotels Loyalty Program implemented by Novotel Lampung is included in less effective category of customer loyalty.*

*Keywords: Customer Relationship Management (CRM), Customer Loyalty, Novotel Lampung*