

ABSTRACT

Lydia Jaya Irianti. *Marketing Public Relations Sari Ater Hotel & Resort Through Membership Hot Spring Plus Program in Increasing Customer Loyalty*

Marketing Public Relations is the provision of knowledge information about a product brand, or service through certain activities, the impact of the company or institution and its products will continue to enter in the public's memory and will build public trust in the company's image or create customer loyalty. Sari Ater Hotel & Resort has used the Hot Spring Plus Membership Program and said that the program was considered effective in marketing activities. Sari Ater Hotel & Resort held this program with the aim of binding on customer loyalty to give satisfaction to its customers by providing many benefits through member cards so as to increase customer loyalty.

This study aims to find out about the Marketing Public Relations of Sari Ater Hotels & Resorts in the Membership Hot Spring Plus Program in increasing customer loyalty. In more detail, the purpose of this study was to find out the form of programs implemented by Sari Ater Hotel & Resort in increasing customer loyalty.

This research is based on the assumption of a concept of three ways strategy, namely pull strategy (interesting strategy), push strategy (push strategy) and pass strategy (strategy to persuade). Using a qualitative approach, the research method used is a case study method, and data collection techniques through in-depth interviews and document analysis

The results showed that Marketing Public Relations conducted by Sari Ater Hotel & Resort in increasing customer loyalty is by making Membership Hot Spring Plus programs such as discount voucher programs, several merchant discount programs, member birthday award programs and membership gathering programs. The program helps bind customers to remain loyal to Sari Ater Hotels & Resorts.

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

Keywords:

(Marketing Public Relations, Loyalty, Customers)

ABSTRAK

Lydia Jaya Irianti. *Marketing Public Relations Sari Ater Hotel & Resort (Studi Kasus Pada Program Membership Hot Spring Plus dalam Meningkatkan Loyalitas Pelanggan Sari Ater Hotel & Resort Jl. Raya Ciater Kabupaten Subang, Jawa Barat)*

Marketing Public Relations merupakan pemberian informasi pengetahuan mengenai suatu merek produk, atau jasa melalui kegiatan tertentu, dampaknya perusahaan atau lembaga dan produknya akan terus masuk diingatan publik dan akan membangun kepercayaan publik terhadap citra perusahaan atau menciptakan loyalitas pelanggan. Sari Ater *Hotel & Resort* telah menggunakan Program *Membership Hot Spring Plus* dan mengatakan bahwa program tersebut dinilai efektif dalam kegiatan pemasaran. Sari Ater *Hotel & Resort* mengadakan kegiatan program ini dengan tujuan mengikat para loyal customer memberikan kepuasan terhadap pelanggannya dengan memberikan banyak keuntungan melalui kartu member sehingga dapat meningkatkan loyalitas pelanggannya.

Penelitian ini bertujuan untuk mengetahui tentang *Marketing Public Relations* Sari Ater *Hotel & Resort* pada Program *Membership Hot Spring Plus* dalam meningkatkan loyalitas pelanggan. Secara lebih rinci tujuan penelitian ini adalah untuk mengetahui bentuk program yang dilaksanakan oleh Sari Ater *Hotel & Resort* dalam meningkatkan loyalitas pelanggan.

Penelitian ini didasarkan pada asumsi sebuah konsep *three ways strategy* yaitu *pull strategy* (strategi menarik), *push strategy* (strategi mendorong) dan *pass strategy* (strategi untuk membujuk). Menggunakan pendekatan kualitatif, dengan metode penelitian yang digunakan adalah metode studi kasus, dan teknik pengumpulan data melalui wawancara mendalam dan analisis dokumen.

Hasil penelitian menunjukkan bahwa *Marketing Public Relations* yang dilakukan Sari Ater *Hotel & Resort* dalam meningkatkan loyalitas pelanggan yaitu melakukan dengan cara membuat program *Membership Hot Spring Plus* diantaranya yaitu program *voucher discount*, program potongan harga dibebberapa merchant, program *member birthday award* dan program *membership gathering*. Program tersebut membantu mengikat para pelanggan agar tetap loyal kepada Sari Ater *Hotel & Resort*.

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

Kata Kunci:

(Marketing Public Relations, Loyalitas, Pelanggan)