

## ABSTRAK

Karlinda Mayasari NPM 41153030110096, Kegiatan Customer Relations dalam Meningkatkan Kepuasan Tamu Hotel. Dosen Pembimbing Darmawan Zainun, Drs.,M.S., dan Riefky Krisnayana, S.Sos., M.Sn

Penelitian ini bertujuan untuk mengetahui kredibilitas, keterandalan, sikap terpercaya, dan tanggung jawab *Costumer Relations* dalam meningkatkan kepuasan tamu hotel. Penelitian ini menggunakan metode penelitian kualitatif dan paradigma penelitian konstruktivisme dengan subyek penelitiannya Manajer *Front Office*, dan pelanggan Hotel Grand Royal Panghegar Bandung yang dipilih secara *purposive*.

Pengumpulan data diperoleh melalui wawancara secara mendalam dan pengamatan langsung mengenai bentuk-bentuk kegiatan *Customer Relations*. Sebagai penunjang penelitian ini dilakukan juga studi dokumen hasil penelitian terdahulu, studi literatur, dan wawancara dengan pihak terkait. Studi ini menunjukkan bahwa tingkat kepuasan pelanggan tergantung apakah layanan hotel dapat memenuhi atau melampaui harapan mereka atau tidak. Kepuasan adalah konsekuensi dari membandingkan antara tingkat manfaat yang telah dirasakan atau diterima setelah pelayanan dan tingkat manfaat yang diharapkan sebelum pembelian.

Sedangkan kinerja pelayanan itu sendiri terkait erat dengan peran *Customer Relations* dalam mewujudkan pelayanan jasa hotel yang terpercaya, andal, tanggap, dan peduli.

Kata kunci: kepuasan, kinerja, layanan, pelanggan

## **ABSTRACT**

*Karlinda Mayasari NPM 41153030110096, Customer Relation Activities to Enhance Guest Satisfaction Hotel. Supervisor Darmawan Zainun, Drs., MS, and Riefky Krisnayana, S. Sos., M.Sn.*

*This study aims to determine the credibility, reliability, trustworthy, and the responsibility of Customer Relations in improving the satisfaction of customers. This study uses qualitative research methods with the constructivist paradigm and the research subjects are Front Office Manager, and customers Hotel Grand Royal Panghegar that were selected purposively.*

*The data collection of obtained through in-depth interviews and direct observations regarding forms of Customer Relations activities. As a material support of this research, the study not only conducted on documents of previous studies but also on literatures and interviews with relevant parties. This study shows that customer satisfaction level is depend on how the services has met or exceeded their expectations. Satisfaction is the consequence of the comparison by buyer between the level of the benefits perceived to have been received after consuming or servicing and the level of the benefits expected prior purchase.*

*While the service performance is closely linked to the role of Customer Relation to realize hotel services are trusted, reliable, responsive, and responsible.*

*Keywords: customer, performance, satisfaction, service*