

INTISARI

Berkembangnya sektor pariwisata menimbulkan semakin tingginya tingkat persaingan antara perusahaan-perusahaan jasa di Indonesia, khususnya di bidang perhotelan. Akibatnya, ada peningkatan besar dalam penciptaan dan penyampaian nilai kepada pelanggan yang efektif sehingga terjalin hubungan pelanggan dalam jangka waktu lama. Hotel Roditha merupakan salah satu hotel berbintang tiga terkemuka di Banjarmasin berusaha untuk menawarkan jasa dalam rangka memberikan kepuasan konsumen dan mencapai keunggulan bersaing dalam rangka mempertahankan pelanggan yang sudah ada dan menarik pelanggan baru.

Berdasarkan penelitian yang dilakukan Yonggui Wang, Hing Po Lo, Renyong Shi dan Yongheng Yang (2005) diketahui bahwa adanya pengaruh dimensi-dimensi *customer value* terhadap *customer satisfaction*, *brand loyalty* serta *customer behavior-based CRM performance*, adanya pengaruh *customer satisfaction* terhadap *brand loyalty* dan *customer behavior-based CRM performance*, dan adanya pengaruh *brand loyalty* terhadap *customer behavior-based CRM performance*. Tujuan dari penelitian ini adalah untuk menguji pengaruh dimensi-dimensi *customer value* terhadap *customer satisfaction*, *brand loyalty* serta *customer behavior-based CRM performance*, pengaruh *customer satisfaction* terhadap *brand loyalty* dan *customer behavior-based CRM performance*, serta pengaruh *brand loyalty* terhadap *customer behavior-based CRM performance* di Hotel Roditha Banjarmasin berdasarkan persepsi pelanggan Corporate Hotel Roditha Banjarmasin.

Penelitian ini menggunakan teknik *Structural Equation Modeling* (SEM) melalui program AMOS. Jumlah sampel yang digunakan sebanyak 171 responden dengan metode pengambilan sampel *probability sampling*. Hasil penelitian menunjukkan bahwa bahwa *customer value* yang mencakup *emotional value*, *functional value* memiliki pengaruh yang signifikan terhadap *customer satisfaction*, *brand loyalty*, dan *customer behavior based CRM performance*; sedangkan dimensi *customer value* lainnya yakni *customer perceived sacrifices* tidak memiliki pengaruh signifikan pada *customer satisfaction*, *brand loyalty*, namun berpengaruh pada *customer behavior based CRM performance* serta *social value* hanya memiliki pengaruh signifikan pada *customer satisfaction* dan *brand loyalty*; *customer satisfaction* memiliki pengaruh yang signifikan terhadap *brand loyalty* dan *customer behavior based CRM performance*; serta *brand loyalty* memiliki pengaruh yang signifikan terhadap *customer behavior based CRM performance*.

Kata Kunci: *customer value*, *customer satisfaction*, *brand loyalty*, *customer behavior based CRM performance*

ABSTRACT

Development of the tourism sector led to increasing levels of competition between service companies in Indonesia, particularly in the field of hospitality. As a result, there is a large increase in the creation and delivery of value to the customer so that effective customer relationship is established for a long time. Hotel Roditha Banjarmasin is one of the leading three-star hotel in Banjarmasin trying to offer services in order to provide customer satisfaction and achieve competitive advantage in order to retain existing customers and attract new customers.

Based on research conducted Yonggui Wang, Hing Po Lo, Chi Renyong and Songheng Yang (2005) note that the influence of the dimensions of customer value to the customer satisfaction, brand loyalty and customer behavior-based CRM performance, the impact on customer satisfaction and brand loyalty customer behavior-based CRM performance, and the influence of brand loyalty to customer behavior-based CRM performance. Purposes of this research to test the influence of the dimensions of customer value to the customer satisfaction, brand loyalty and customer behavior-based CRM performance, customer satisfaction influences of brand loyalty and customer behavior-based CRM performance, and the influence of brand loyalty to customer behavior-based CRM performance in Hotel Roditha Banjarmasin perceptions of corporate customers.

This research uses structural equation modeling techniques (SEM) with AMOS programs. The number of samples used as much as 171 respondents with probability sampling methods sampling. The results showed that the customer value that includes the emotional value, functional value has a significant impact on customer satisfaction, brand loyalty, and customer behavior-based CRM performance, while the other dimensions of customer value perceived sacrifices the customer has no significant influence on customer satisfaction, brand loyalty, but has significant impact on customer-based CRM performance, behavior and social values have a significant impact on customer satisfaction and brand loyalty; customer satisfaction has a significant impact on brand loyalty and customer behavior-based CRM performance; and brand loyalty has a significant impact on customer behavior based CRM performance.

Keywords: customer value, customer satisfaction, brand loyalty, customer behavior based CRM performance