PERAN *CORPORATE SOCIAL RESPONSIBILITY* TERHADAP *BRAND POSITIONING* DAN *CUSTOMER LOYALTY* HOTEL BATIQA SURABAYA DI JAWA TIMUR

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ABSTRAK

Skirpsi ini bertujuan untuk menganalisis peran *corporate social responsibility* terhadap *brand positioning* dan *customer loyalty* hotel batiqa surabaya di jawa timur. Untuk sample data yang digunakan pada skripsi ini adalah pelanggan hotel Batiqa Surabaya yang berasal dari provinsi Jawa Timur. Dengan adanya penelitian ini dapat memberi perspektif bagi industri perhotelan tentang manfaat *corporate social responsibility*. Metode penelitian yang digunakan adalah kuantitatif. Analisis pada penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan pengolahan data menggunakan *software* SPSS 20 dan AMOS 18. Hasil penelitian menunjukann bahwa Hotel Batiqa telah menjalankan *corporate social responsibility, company-customer identification, customer satisfaction, customer trust,* dan *customer value* dengan baik sehingga berpengaruh positif terhadap *brand positioning* dan *customer loyalty*.

Kata Kunci: *Corporate Social Responsibility, Customer loyalty, Brand Positioning*

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND

POSITIONING AND CUSTOMER LOYALTY OF BATIQA SURABAYA HOTEL IN

EAST JAVA

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ABSTRACT

This thesis aims to analyse the role of corporate social responsibility on brand positioning and customer loyalty of Batiqa Surabaya Hotel in east java. The sample data used in this thesis are Batiqa Surabaya hotel customers from East Java province. This research can provide a perspective for the hospitality industry about the benefits of corporate social responsibility. The research method used is quantitative. The analysis in this study uses SEM (Structural Equation Modeling) and data processing using SPSS 20 and AMOS 18 software. The results showed that Batiqa Hotel has carried out corporate social responsibility, company-customer identification, customer satisfaction, customer trust, and customer value well so that it has a positive effect on brand positioning and customer loyalty.