

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Ilmu Politik**

**Jurusan Ilmu Komunikasi**

**Konsentrasi Public Relations**

**Risang Puspita Sari**

**20120530250**

**Strategi Customer Relations Dalam Meningkatkan Kepuasan Pelanggan di Hotel Grand Zuri Malioboro Yogyakarta 2015**

**Tahun Skripsi: 2017 + 128 halaman + 7 lampiran + 7 gambar**

**Daftar Kepustakaan: 10 buku (tahun 1996 – 2009) + 2 sumber internet**

Persaingan dalam industri perhotelan dikota Yogyakarta kini semakin ketat sehingga perusahaan dituntut untuk mempunyai strategi dan meningkatkan kualitas pelayanan kepada pelanggan. Melalui penelitian ini penulis berusaha untuk menganalisa pelaksanaan strategi *customer relations* yang ada di Hotel Grand Zuri Malioboro Yogyakarta juga bagaimana tingkat kepuasan pelanggan dengan adanya *customer relations*.

Dalam penelitian skripsi ini penulis menggunakan metode deskriptif dengan pendekatan kualitatif yang merupakan prosedur pemecahan masalah yang diselidiki dengan menggambarkan keadaan objek penelitian berdasarkan fakta-fakta yang ada. Metode pengumpulan data yang dilakukan melalui wawancara, pengamatan, studi pustaka dan dokumentasi.

Berdasarkan hasil penelitian dapat dilihat bahwa pelaksanaan kegiatan *customer relations* sudah berjalan dengan cukup baik, hal tersebut dapat dilihat dari semakin meningkatnya baik dari segi jumlah pelanggan maupun aktivitas di social media Hotel Grand Zuri Malioboro Yogyakarta saat ini yang semakin banyak mendapat komentar positif dari segi kepuasan. Strategi *customer relations* Hotel Grand Zuri Malioboro Yogyakarta dalam meningkatkan kepuasan pelanggan adalah dengan terus peningkatan mutu pelayanan, menjaga kepercayaan pelanggan, juga produk jasa yang dimiliki, komunikasi, Complain handling dan Implementasi pendekatan CRM ( *Customer Relationship Management* )

Kata Kunci : Strategi, *Customer Relations*, Kepuasan Pelanggan

## ABSTRACT

**Universitas Muhammadiyah Yogyakarta  
Faculty of Social and Political Sciences  
Department of Communication Studies  
Concentration Public Relations  
Risang Puspita Sari  
20120530250**

**Strategy Customer Relations in Improving Customer Satisfaction in the  
Hotel Grand Zuri Malioboro 2015**

**Year Thesis: 2017 + 128 pages + 7 enclosures + 7 photos**

**Resource Library: 10 books (1996 – 2009) + 2 source internet guide**

*Competition in the hospitality industry in the city of Yogyakarta is increasingly tight that companies are required to have a strategy and improve quality of service to customers. Through this study the authors attempted to analyze the implementation of strategy of customer relations the existing at Hotel Grand Zuri Malioboro also how the level of customer satisfaction with their customer relations.*

*In this thesis research the writer uses descriptive method with qualitative approach which is a troubleshooting procedure describes the state of the object under investigation with studies based on the facts available. The method of collecting data through interviews, observation, literature and documentation.*

*Based on the research results can be seen that the implementation of customer relations has been running quite well, it can be seen from the increase in terms of both the number of customers as well as activity on social media Hotel Grand Zuri Malioboro Yogyakarta today are getting a lot of positive comments in terms of satisfaction. Strategic customer relations Grand Zuri Malioboro in improving customer satisfaction is by constantly improving quality of care, maintaining the confidence of customers, as well as product and services that are owned, communication, Complain handling and implementation approach to CRM (Customer Relationship Management)*

*Keywords: Strategy, Customer Relations, Customer satisfaction*