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“Online Booking MySantika BSD City dalam Customer Relations Engagement”

ABSTRAK

Penelitian ini adalah metode deskriptif kualitatif yang menggunakan pengumpulan data seperti wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa persaingan industri perhotelan menuntut perusahaan untuk membangun *customer engagement* terhadap produknya. Suatu barang atau jasa yang berkualitas bagus, namun kurang promosi atau program promosinya kurang tepat, kurang dapat mendorong seorang konsumen untuk melakukan pembelian. *Customer* menjadi aspek penting dalam mempertahankan perusahaan untuk jangka panjang. Penerapan yang dilakukan melalui aktivitas *customer relations* dengan memberikan informasi mengenai MySantika melalui tiga tahapan yaitu mempertahankan pelanggan lama, menarik pelanggan baru dan penanganan keluhan pelanggan. Proses *customer engagement* yang melibatkan kehadiran fisik, kognitif dan emosional yang dihadapkan pada MySantika upaya memperkuat antara *customer* dan *brand* dengan *engaging* sehingga mendapatkan ketertarikan dari *newcomer* dan menciptakan *guest experiences* yang baik. Pendekatan *word of mouth* menjadi kunci dalam membangun *engagement* pelanggan melalui interpersonal, saluran media serta pelayanan prima. Hotel Santika BSD City tampak telah melakukan hubungan pelanggan guna membangun *customer engagement*. Penerapan inovasi MySantika diharapkan mampu memberikan perubahan yang positif serta mengatasi permasalahan pada penjualan pembelian kamar dan membangun *customer engagement*. Alhasil, kebijakan tersebut disambut baik oleh pengunjung mulai dari aplikasi MySantika hingga pelayanan prima hotel.

Kata Kunci: *Customer Relations, Customer Engagement, Online Booking*

Referensi: 14 Buku, 8 Jurnal, 2 Website

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MUHAMMADIYAH JAKARTA UNIVERSITY
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ABSTRACT

This research is a qualitative descriptive method that uses data collection such as in-depth interviews and documentation. The results show that the competition in the hospitality industry requires companies to build customer engagement with their products. An item or service that is of good quality, but lacks promotion or the promotional program is not appropriate, is less able to encourage a consumer to make a purchase. Customers are an important aspect in maintaining the company for the long term. The implementation carried out by Hotel Santika BSD City through customer relations is to provide information about MySantika through three stages, namely retaining old customers, attracting new customers and handling customer complaints. The customer engagement that involves physical, cognitive and emotional presence in MySantika is an effort to strengthen the relationship between the customer and brand by engaging so as to gain interest from newcomers and create guests experiences. The word of mouth approach is the key in building engagement through interpersonal, media channels and excellent service. Hotel Santika BSD City seems to have made customer relations to build customers engagement. The application of MySantika innovation is expected to be able to provide positive changes and overcome problems in selling room purchases and building customer engagement. As a result, the policy was welcomed by visitors ranging from the MySantika application to excellent hotel services.

Keywords: Customer Relations, Customer Engagement, Online Booking

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