**JURNAL DISERTASI**

**KINERJA MANAJEMEN KERELASIAN PELANGGAN DAN KOMUNIKASI PEMASARAN TERPADU DALAM MEWUJUDKAN KEUNGGULAN BERSAING DAN LOYALITAS PELANGGAN**

**( SURVEI PADA PELANGGAN HOTEL DI JAWA BARAT )**

***Performance Customer Relationship Management, Integrated Marketing Communication and Competitive Advantage To Realize Customer Loyalty***

**Untuk Memperoleh Gelar Doktor dalam Ilmu Manajemen**

**Pada Universitas Pasundan**

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**ABSTRAK**

Keunggulan bersaing merupakan faktor penting untuk memenangi persaingan. Kerelasian pelanggan dan komunikasi pemasaran terpadu merupakan variabel-varibel yang dapat menjadikan suatu perusahaan memiliki keunggulan bersaing. Loyalitas pelanggan adalah wujud dari memenangi persaingan. Penelitian ini bertujuan untuk menguji pengaruh manajemen kerelasian pelanggan dan komunikasi pemasaran terpadu terhadap keunggulan bersaing dan implikasinya terhadap loyalitas pelanggan. Metode penelitian yang digunakan adalah survey *deskriptif* dan *ekplanatori*, dengan alat analisis yang digunakan adalah *Structural Equation Model* (SEM). Unit analisis yang digunakan adalah hotel bintang di Jawa Barat, dengan unit observasi 400 orang pelanggan hotel. Hasil penelitian menunjukkan bahwa terdapat pengaruh manajemen kerelasian pelanggan dan komunikasi pemasaran terpadu terhadap keunggulan bersaing baik secara simultan maupun parsial dan terdapat pengaruh keunggulan bersaing terhadap loyalitas pelanggan. Komitmen menjadi dimensi pendorong terbesar kerelasian pelanggan, komunikasi personel menjadi pendorong terbesar komunikasi pemasaran terpadu, keunggulan biaya menjadi pendorong terbesar keunggulan bersaing dan pembelian berulang menjadi pendorong terbesar loyalitas pelanggan.

Kata Kunci: Manajemen kerelasian pelanggan, Komunikasi pemasaran, Keunggulan bersaing, Loyalitas pelanggan

***ABSTRACT***

*Competitive advantage is an important factor to win competition. Customer relationship management and integrated marketing communication are variables that can make a company have a competitive advantage. Customer loyalty is a form of winning the competition.This study aims to examine the effect of customer relationship management and integrated marketing communications to competitive advantage and its implications for customer loyalty. The research method used is descriptive and explanatory survey, the analysis tool used is Structural Equation Model (SEM). The unit of observation used is star hotel in West Java, the analysis unit is 400 hotel customers. The result of the research shows that there are influence of customer relationship management and integrated marketing communication to the competitive advantage either simultaneously and partially, and influence of competitive advantage to customer loyalty. Commitment is the biggest driving dimension of customer relationship, personnel communication is the biggest driver of integrated marketing communications, cost leadershipis the biggest driver of competitive advantage and repeat purchase is the biggest driver of customer loyalty.*

*Keywords : Customer relationship management, Integrated marketing communications, Competitive advantages, Customer loyalty*

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