

INTISARI

Penelitian ini untuk mengetahui pengaruh *customer relationship management* dan kualitas pelayanan terhadap kepuasan pelanggan Joglo Ageng. Penelitian ini menggunakan pendekatan kuantitatif dan diidentifikasi sebagai penelitian *cross-sectional* terkait dengan tujuan. Sampel penelitian terdiri dari 385 orang yang pernah menginap di Hotel Joglo Ageng. Kuesioner terstruktur dibagikan, dan validitas dan reliabilitasnya dinilai. Analisis data menggunakan uji asumsi klasik, analisis regresi berganda, uji hipotesis (uji t dan uji F), dan koefisien determinasi. Hasil penelitian ini membuktikan *Customer Relationship Management* (CRM) berpengaruh signifikan dan mempunyai hubungan yang kuat terhadap *customer satisfaction*. Selain itu, kualitas pelayanan berpengaruh signifikan dan mempunyai hubungan yang kuat terhadap *customer satisfaction* secara parsial. Secarasimultan, *customer relationship management* dan *service quality* berpengaruh signifikan dan memiliki hubungan yang kuat terhadap *customer satisfaction*. Selain itu, *customer relationship management* dan kualitas pelayanan berpengaruh terhadap *customer satisfaction* di Hotel Joglo Ageng sebesar 66,4% berdasarkan koefisien determinasi. Hasil ini menekankan pentingnya peran CRM dan kualitas layanan dalam membentuk kepuasan pelanggan di industri perhotelan, khususnya di Hotel Joglo Ageng

Kata Kunci: Manajemen Hubungan Pelanggan, Kualitas Layanan, Kepuasan Pelanggan

ABSTRACT

This study is examining customer relationship management and service quality influence customer satisfaction at Joglo Ageng. This study used a quantitative approach and was identified as a cross-sectional study related to the aim. The study sample consists of 385 individuals who have stayed at Joglo Ageng Hotel. A structured questionnaire was distributed, and its validity and reliability were assessed. The data analysis involved conducting classical assumption test, multiple regression analysis, hypothesis Testing (t test and F test), correlation analysis and coefficient of determination. The results of this study prove Customer Relationship Management (CRM) has a significant effect and strong relationship on customer satisfaction. Also, service quality has a significant effect and strong relationship on customer satisfaction partially. Simultaneously, customer relationship management and service quality have a significant effect and a very strong relationship on customer satisfaction. Moreover, customer relationship management and service quality jointly account for 66.4% of the variation in customer satisfaction at Joglo Ageng Hotel. These results emphasize the critical role of CRM and service quality in shaping customer satisfaction in the hospitality industry, specifically at Joglo Ageng Hotel.

Keywords: Customer Relationship Management, Service Quality, Customer Satisfaction