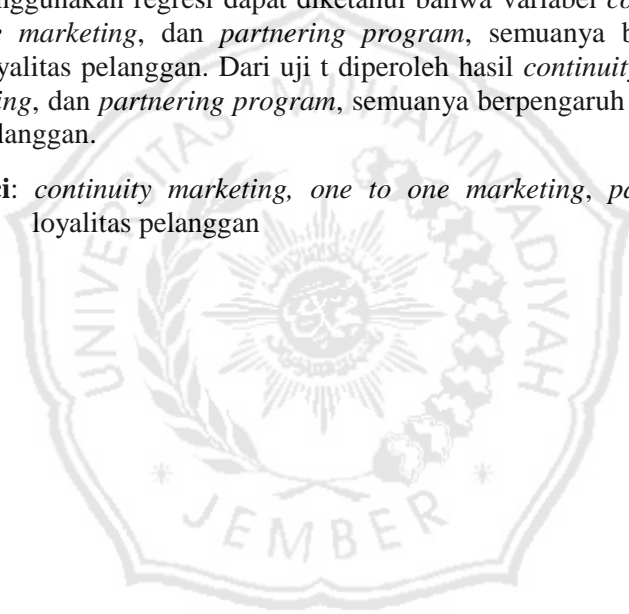


## ABSTRAK

Pelanggan Hotel Seven Dream Syariah Jember yang dijadikan objek penelitian ini. Penelitian ini bertujuan untuk mengetahui pengaruh *continuity marketing*, *one to one marketing*, dan *partnering program* terhadap loyalitas pelanggan. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 84 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *continuity marketing*, *one to one marketing*, dan *partnering program*, semuanya berpengaruh positif terhadap loyalitas pelanggan. Dari uji t diperoleh hasil *continuity marketing*, *one to one marketing*, dan *partnering program*, semuanya berpengaruh signifikan terhadap loyalitas pelanggan.

**Kata kunci:** *continuity marketing*, *one to one marketing*, *partnering program*, loyalitas pelanggan



## **ABSTRACT**

*The Seven Dream Syariah Jember Hotel customers were the object of this research. This study aims to determine the effect of continuity of marketing, one to one marketing, and partnering programs on customer loyalty. In this study data was collected by means of observations, interviews and questionnaires on 84 respondents with purposive sampling technique, which aims to determine respondents' perceptions of each variable. The analysis used includes test data instruments (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the results of the analysis using regression, it can be seen that the variables continuity in marketing, one to one marketing, and partnering programs, all have a positive effect on customer loyalty. From the t test, the results of continuity of marketing, one to one marketing, and partnering programs are obtained, all of which have a significant effect on customer loyalty.*

**Keywords:** *continuity marketing, one to one marketing, partnering programs, customer loyalty*

