ABSTRACT

Title

Effectiveness Of Public Relations At Hotel Jayakarta Bandung In Activities "Playing Children" To Consumers Loyalty

By

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This research under the guidance Rismawaty, S.sos., Si

The purpose of this research is to examine the influence of the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children" to customer loyalty. Indicator of the effectiveness of the credibility variables, intensity, and type of activity, an indicator of customer loyalty Hotel Facilities Use Review, Purchase products and services conduct line Hotel, Providing Reference To Other People, and shows Attraction Of Immunity Against Competitors.

This type of research is quantitative and descriptive survey method used. Collecting data by using a questionnaire, interview, book study, and internet searching. Population is Jayakarta Bandung Hotel guests who come on the show "Playing children" in the Month of June 2010, using accidental sampling technique which numbered 39 people. Tabulation of data analysis with a single parent and the tabulation and correlation test to determine significance.

Results of the study is the number of relationships between the credibility of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children", with low customer loyalty, but certainly with a correlation of 0.368, the relationship between intensity of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children", with very low customer loyalty with correlation of 0.101, the relationship between the type activity of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children", with strong customer loyalty with a correlation of 0.407, the relationship between the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children" with Hotel Facilities Re-Use by customers fairly strong with a correlation of 0.438, the relation between the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children" with the purchase of products and services antarlini Hotel by customers with a strong enough correlation of 0.424, the relation between the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children"by providing references to other people about the Hotel by its customers with a strong enough correlation of 0.453, the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children"by showing immunity from competitors Hotel by customers with a strong enough correlation of 0.441, the relationship effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children" with its customer loyalty is strong enough with a correlation of 0.505, the significance test by using of correlation Person, H1 accepted, H0 is rejected. The results showed the influence of Effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children"With Loyalty Consumers.

Conclusion of the influence the effectiveness of Public Relations at Hotel Jayakarta Bandung in activities "Playing Children"to customer loyalty

Suggestions to held a birthday celebration children guests of activities "Playing Children" .