

ABSTRACT

This research was conducted to determine the results of the Effect of Relationship Marketing Implementation in Increasing Customer Satisfaction and Loyalty at the Hotel Kirei Bantaeng, in this study there was a phenomenon that there were problems with relationship marketing carried out by the Hotel Kirei Bantaeng which could affect customer satisfaction and loyalty.

This study uses a non-probability sampling technique, namely purposive sampling. Non-probability sampling is a sampling technique that does not provide opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono 2018:84). The technique that will be used in this research is purposive sampling, namely taking samples by determining specific characteristics that are in accordance with the research objectives so that they are expected to answer research problems. The special characteristics of the respondents in this study are consumers who have stayed at the Kirei hotel at least twice. The sample obtained was 96.04 people, but the researchers rounded up and to simplify the calculation, the researchers took a sample of 100 people, according to the Bernoulli formula calculation which previously was not known with certainty the population, then to determine the sample in this study by calculating Bernoulli's formula.

Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 100 customers of Hotel Kirei Bantaeng regarding relationship marketing that has been carried out is in the high/good category, then customer satisfaction with Hotel Kirei Bantaeng is in the high/good category, and customer loyalty to the services provided by the Hotel Kirei Bantaeng is high/loyal.

Based on the results of research on "The Effect of Relationship Marketing Implementation in Increasing Customer Satisfaction and Loyalty at Hotel Kirei Bantaeng", the conclusions obtained are as follows: The implementation of relationship marketing at Hotel Kirei Bantaeng has been going well, customer satisfaction with Hotel Kirei Bantaeng is in the high category/ good, customer loyalty to the services provided by the Hotel Kirei Bantaeng is already high/loyal.

Keywords: *Relationship Marketing, customer satisfaction, customer loyalty*