ABSTRACT

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Promotion Strategy is the main substance that should have in every aspect of company in order to increasing revenue, gaining consumers, attracting consumers' attention. Thus consumer will be aware and become a consumer loyalty. Hereby, in determining and carrying out the promotional strategy requires promotional mix as a tool for consumers so that the promotional strategy implemented will be successful.

This study is to analyze the promotion strategy against consumer loyalty at Shangri-La Hotel, Jakarta. Currently, the tourist attraction is keep on rapidly increasing per year, however the occupancy rate in five stars hotel is decreasing. A promotion strategy is expected to influence consumer loyalty at Shangri-La Hotel Jakarta. From the results of the study using questionnaires and data analysis methods using SPSS software show that simultaneous promotional strategies involve consumer loyalty. The value of the coefficient of determination is obtained significantly, the relationship between publicity to consumer loyalty is the most significant variable.

Keyword: Promotion Strategy, Consumer Loyalty, promotion strategy against consumer loyalty