

**THE IMPLEMENTATION OF THE INFORMATION SYSTEM
OF MEMBERSHIP PROGRAM
AT CINNAMON HOTEL BOUTIQUE SYARIAH BANDUNG**

FINAL PROJECT

**Submitted to Fulfill the Requirement to
Obtain the Diploma IV Degree Program**



Written by:

AMAL SUDTIADI

Student Number: 2020309067

**HOSPITALITY DEPARTMENT
HOTEL MANAGEMENT STUDY PROGRAM**

**BANDUNG NHI POLYTECHNIC OF TOURISM
2023**

VALIDATION SHEET

FINAL PROJECT TITLE

THE IMPLEMENTATION OF THE INFORMATION SYSTEM OF MEMBERSHIP PROGRAM
AT CINNAMON HOTEL BOUTIQUE SYARIAH BANDUNG

NAME : AMAL SUDIADI
STUDENT NUMBER : 2020309067
STUDY PROGRAM : HOTEL MANAGEMENT

First Supervisor,



Dr. Sukmadi, SE., MM,
NIP. 197008102006051001

Second Supervisor,



Ita Maemunah, SST. Par., MM. Par., CHE,
NIP. 197612262011012003

Examiner I,



Pudin Saepudin, SST. Par., MP.Par., CHE,
NIP. 197705142009021002

Examiner II,



Dr. R. Fajar Kusnadi Kusmah Putra, M.Sc., CHIA., CHE,
NIP. 1985042520110111005

Bandung, February 2024

Acknowledged by,

Head of Academic, Administration and Student
Affairs, and Cooperation

Approved by,

Director Bandung NHI Polytechnic of Tourism



Ni Gusti Made Kerti Utami, BA., MM.Par., CHE,


Andar Danova L. Goeltom, S.Sos., M.Sc., CHE,

VALIDATION SHEET

THE IMPLEMENTATION OF THE INFORMATION SYSTEM
OF MEMBERSHIP PROGRAM
AT CINNAMON HOTEL BOUTIQUE SYARIAH BANDUNG


NAME : AMAL SUDIADI
NIM : 2020309067
STUDY PROGRAM : HOTEL MANAGEMENT
DEPARTMENT : HOSPITALITY

First Supervisor,



Dr. Sukmadi, SE., MM.
NIP. 197008102006051001

Second Supervisor,



Ita Maemunah, SST. Par., MM. Par., CHE
NIP. 197612262011012003

Bandung, 27 December 2023

Acknowledged by,
Head of Academic, Administration, Student Affairs
and Cooperation of Bandung NHI Polytechnic of Tourism,



Ni Gusti Made Kerti Utami, BA., MM.Par., CHE.
NIP. 19710316 199603 2 001

STUDENT'S STATEMENT

The undersigned;

Name : Amal Sudtiadi
Place/Birth Date : Tanjung Binga, December 10th 1992
Student Number : 2020309067
Study Program : Hotel Management
Department : Hospitality

I hereby declare that:

1. Final Project/Thesis entitled:
"THE IMPLEMENTATION OF THE INFORMATION SYSTEM OF MEMBERSHIP PROGRAM AT CINNAMON HOTEL BOUTIQUE SYARIAH BANDUNG"
This is the work and results of my own research, not the result of plagiarism, quotation, compilation by other people or parties or other methods that are not in accordance with the academic provisions that applied in Bandung NHI Polytechnic of Tourism and ethics that apply in scientific society except the directives of Advisory Team.
2. In this Final Project/Thesis there are no works or opinions that have been written or published by other people or parties except clearly written as references in the manuscript with stated sources, name of authors and included in the bibliography.
3. I made this statement solemnly that if in the Final Project/Thesis manuscripts found a violation of what I stated above, or a violation of scientific ethics, and / or there was a claim to the authenticity of this text , then I am willing to accept academic sanctions in the form of revocation of titles that have been obtained because of this paper and other sanctions in accordance with the applicable norms at the Bandung NHI Polytechnic of Tourism and other related regulations
4. Thus, I make this statement with the truth to be used properly.

Bandung, 27 December 2023

Here signed,



Amal Sudtiadi

Student Number: 2020309067

PREFACE

Praises to The Almighty Allah SWT for the mercy and guidance which is given to the writer to complete this research proposal entitled “**THE IMPLEMENTATION OF THE INFORMATION SYSTEM OF MEMBERSHIP PROGRAM AT CINNAMON HOTEL BOUTIQUE SYARIAH BANDUNG**”.

This final project is written as requirement to obtain the diploma IV degree program in Hotel Management Study Program, Hospitality Department of Bandung NHI Polytechnic of Tourism.

During the process of this research, the writer has received a lot of assistance from people who really support the writer. The writer would like to thank to the following people:

1. Mr. Andar Danova Lastaripar Goeltom, S.Sos., M.Sc., CHE, Director of Bandung NHI Polytechnic of Tourism.
2. Mrs. Ni Gusti Made Kerti Utami, BA.,MM. Par., CHE, Head of Academic Administration and Student Affairs of Bandung NHI Polytechnic of Tourism.
3. Mr. Pudin Saepudin, S.ST.Par., MP.Par., CHE, Head of Hospitality Department Bandung NHI Polytechnic of Tourism
4. Mrs. Ita Maemunah, SST. Par., MM. Par., CHE, Head of Hospitality Management Study Program Bandung NHI Polytechnic of Tourism and as the second supervisor.

5. Mr. Dr. Sukmadi, SE., MM. , the first supervisor for the assistance, understanding and guidance.
6. All the lecturers of Bandung NHI Polytechnic of Tourism, especially from Hospitality Management Study Program for the knowledge.
7. Lectures and staffs of Language Centre of Bandung NHI Polytechnic of Tourism for the supporting in proof reading process.
8. All the staff of Bandung NHI Polytechnic of Tourism, especially Ibu Nining Hernaningsih, Bapak Reza (ADAK), Bapak Rosad, Bapak Iwan, Bapak Wawan Bagus Santoso who always patiently assist me.
9. All the team of Library of Bandung NHI Polytechnic of Tourism, who always genuinely help me during the process.
10. Mrs. Selvi Oktavia, the Hotel Manager of Cinnamon Hotel Boutique Syariah Bandung for the wisdom and kindness.
11. Mrs. Nabila R. Putri, the Human Resources Manager of Cinnamon Hotel Boutique Syariah Bandung for the kind permission.
12. Sales and Marketing and Front Office Team of Cinnamon Hotel Boutique Syariah Bandung for the assistance.
13. All member of ADH – RPL Jalur corona – class of 2020 who always support each other.

14. My beloved parents : Umak dan Bapak, Bang Ol and Family, and my youngest brother : Dama for the prayer and support.
15. All staff of Hilton Bandung for the warm-hospitality that always inspired me to be more professional in career.
16. All staff of Holiday Inn Cikarang Jababeka, especially Bapak Sumarno for the support and guidance.
17. The one and only Nawa-manda-ningsih for all the from-the-heart support day by day and always taught me not to surrender with any condition.
18. To all parties for the help and support during this research process.

Finally, the writer would like to apologize for the imperfection in this writing and hopefully this research could be of benefit for the readers.

Bandung, December 27th 2023

Amal Sudtiadi

ABSTRACT

Hotel industry is growing significantly. To win the business competition and become guest's first choice among other hotel, specific strategies are needed. One of them that considered as relevant strategy is maintaining relationship with guest by creating loyalty program. Cinnamon Hotel Boutique Syariah Bandung is a four star boutique hotel located in the strategic area of Bandung, West Java. This hotel implement Islamic sharia concept in the hotel operation, that in past few years got more acknowledgement and attention from many guest especially muslim people. This research study aimed to determine the Implementation of the Information System of Membership Program at Cinnamon Hotel Boutique Syariah Bandung. This research is expected to provide a better understanding regarding membership program and the important of information system implementation. A qualitative approach was applied in this research with descriptive method, the method used in attempt to describe and interpret the phenomenon in accordance where the data were collected through in-depth interview, participant observation, and documentation. In this research we founded that the information system for the membership program was needs some improvement, considering that hotel management team handle it by them self without any third party services.

Keywords: Information System, Membership Program, Hotel Industry, Sharia Concept Hotel

TABLE OF CONTENT

	Page
VERIFICATION SHEET	ii
MOTTO	iv
ACKNOWLEDGEMENT	v
STUDENT'S STATEMENT	vi
ABSTRACT	vii
PREFACE	viii
TABLE OF CONTENT	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDIX	xv
CHAPTER I INTRODUCTION	
A. Rationale	1
B. Focus of the Research	7
C. Objectives of the Research	7
D. Significance of the Research	8
CHAPTER II LITERATURE REVIEW	
A. Theoretical Review	9
1. Hotel and Marketing	9
2. Information System	10
a. Basic Concept of Data and Information	10
b. Basic Concept of System	12

c. Basic Concept of Information System	14
3. Customer Loyalty.....	15
B. Theoretical Framework	20
CHAPTER III RESEARCH METHOD	
A. Research Approach	22
B. Research Location and Participants	24
C. Data Collection Method.....	27
D. Data Analysis Method.....	28
E. Data Validity Method	29
F. Research Schedule	30
CHAPTER IV RESULTS AND DISCUSSION	
A. Result of Research	31
B. Discussions	50
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	
A. Conclusions.....	61
B. Recommendations.....	63
BIBLIOGRAPHY	65
APPENDIX.....	67

LIST OF TABLES

Table	Page
1. Number of Classified Hotel In Bandung Period 2018 – 2022	2
2. List of Shariah Hotel In Bandung Year 2022.....	4
3. Meeting Room Facility at Cinnamon Hotel Boutique Syariah	26
4. Research Schedule.....	30
5. Processed Result of Interview with Respondents.....	32
6. Components of Information System.....	39
7. Data Reduction of Interview Results and Information System Components	40
8. Data Reduction of Membership Program.....	41

LIST OF FIGURES

Figure	Page
1. Wheel of Loyalty	17
2. Conceptual Framework.....	21
3. Procedure for Registering Guest for Membership	44
4. Membership Registration Form	46
5. Front and Back View of Card Package	46
6. Front and Back View of Membership Card.....	47
7. Content Inside Card Package	47
8. Membership Program Page on Website.....	48

LIST OF APPENDIX

Appendix

1. Interview Guideline	67
2. Observation Checklist.....	70
3. Letter of Research Permission	71
4. Letter of Research Completion	72
5. Proofreading Result	73
6. Plagiarism Check Result.....	74
7. Curriculum Vitae	79

BIBLIOGRAPHY

- Abdul. (2010). Sistem Informasi. Yogyakarta: Andi.
- Badan Pusat Statistik Jawa Barat , 2023. Provinsi Jawa Barat Dalam Angka 2023. Bandung : Badan Pusat Statistik
- Gunawan, I. (2013). Metode Penelitian Kualitatif teori dan Praktek. Jakarta: Bumi Aksara.
- Gurel, E. (2017). "SWOT ANALYSIS: A THEORETICAL REVIEW"Journal of International Social Research, Vol 10 Issue : 51.
DOI:<http://dx.doi.org/10.17719/jisr.2017.1832>
- Husain, S. & Abduh, S. (2004). Sistem Informasi Hotel. Jakarta: Universitas Trisakti.
- Ikhsan (2008) Akuntansi Lingkungan dan Pengungkapannya. Yogyakarta : Graha Ilmu.
- Jill, Griffin (2002). Customer Loyalty. Jakarta : Erlangga.
- Jonatta, S. M. (2014). Loyalty Card In The Apparel Industry German and Spain. 95.
- Kotler & Keller. (2009). Manajemen Pemasaran. Jilid I. Edisi ke 13. Jakarta : Erlangga.
- Kroenke, D. M. (1992). Management Information Systems. Watsonville : Metchell McGraw.Inc
- Longenecker J.G., Moore C.W. & Petty W.,J. (1994). Small business Management,
an Entrepreneurial Emphasis. Ohio: College Division South Western Publishing Co
- Longkutoy, J. J. (2012). Pengenalan Komputer. Jakarta : Mutiara Sumber Widya.
- Rai, A. K. (2014). Customer Loyalty : Concept, Context and Character . India: MC Graw Hill Education.
- Sugiyono. (2012). Metodologi Penelitian Kuantitatif dan Kualitatif dan R & D. Bandung: Alfabeta.
- Sutabri, T. (2012). Konsep Sistem Informasi. Yogyakarta: Andi.
- Tjiptono & Chandra, G. (2012). Pemasaran Strategik. Second Edition. Yogyakarta : Andi
- Widanaputra, A.A. (2009). Akuntansi perhotelan pendekatan sistem informasi. Yogyakarta : graha ilmu
- Wirtz, J. (2018). Managing Customer Relationship and Building Loyalty. London: Pte.Ltd. 5 Toh Tuck Link singapore.