

**EVALUATING CUSTOMER RELATIONSHIP MARKETING
ON INCREASING WEDDING REVENUE: A STUDY CASE OF
HOTEL X JAKARTA**

FINAL RESEARCH PROJECT

Submitted in order to fulfil one of the requirements to finish Diploma IV Program



By:

ANGEL PRISCILLA LUCIANA

NIM: 2020309011

STUDY PROGRAM

HOTEL MANAGEMENT

POLITEKNIK PARIWISATA NHI BANDUNG

2024

APPROVAL SHEET
FINAL RESEARCH PROJECT TITLE

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JAKARTA**

NAMA : ANGEL PRISCILLA LUCIANA
NIM : 2020309011
MAJOR : HOSPITALITY
STUDY PROGRAM : HOTEL MANAGEMENT

Primary Advisor,



Dr. Ananta Budhi Danurdara, BA., M.Sc., CPM (Asia)
NIP 19750611 200212 1 001

Co-Advisor,



Nenden Dianawati, MM.Par., CIE.
NIP 19760215 201001 2 005

Primary Examiner,



Dr. R. Fajar Kusnadi Kusumah Putra, M.Sc., CHIA., CHE.
NIP 19850425 201101 1 005

Secondary Examiner,



Pudin Saepudin, S.ST.Par., MP.Par., CHE.
NIP 19770514 200902 1 002

Bandung, 01 August 2024

Acknowledged by,

Kepala Bagian Administrasi Akademik Kemahasiswaan
dan Kerjasama



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

Approved by,

Direktur Politeknik Pariwisata NHI
Bandung



Dr. Anwari Masatuf, M.M.Par., CEE.
NIP 19750415 200212 1 001



MOTTO SHEET

“And whatever you do, work heartily, as for the Lord, and not for men.”
Colossians 3:23

TRIBUTE SHEET

For my Lord and Savior, Jesus Christ, who is always abounding in love and grace.

For my parents, Andry Stefanus and Erlita Melfa Paska Sitompul.

For my siblings, Abigail Marcha Larasati Stefanus and Axel Noel Stefanus.

For little Angel Priscilla Luciana,
who would have never dreamed to be where she is right now.

DECLARATION

I, the undersigned below:

Name : Angel Priscilla Luciana
Place/Date of Birth : Bogor, 27th July 2002
Student Number : 2020309011
Study Program : Hotel Management
Student Major : Hospitality

With this letter I state that:

1. The final research project titled: "Evaluating Customer Relationship Marketing on Increasing Wedding Revenue: A Study Case of Hotel X Jakarta" is my own creation and the results of my own research, not the copy, citing, or composing of another individual or a third party or among other things not adhering the academic guideline that is valid in Bandung Polytechnic of Tourism (NHT) and ethics that applies in scientific society except for the advice of my supervisors.
2. In the final research project, there is not a work or an opinion that has been written which was publicized by someone or an institution except if the work has a source, the name of the author and is included in the bibliography.
3. This statement letter is made truthfully, if a violation of the statement above or a violation towards the ethics in scientific research and/or there exists a claim against the validation of this research paper, then I am willing to receive academic penalty in the form of revocation of my title which is received from the paper and other penalties according to the norm that is applied in Bandung Polytechnic of Tourism (NHT) and other related rules.
4. Thereby I have made this declaration letter truthfully to be used accordingly.

Bandung, 22nd June 2024


Angel Priscilla Luciana

ABSTRACT

The title of this research is “Evaluating Customer Relationship Marketing on Increasing Wedding Revenue: A Study Case of Hotel X Jakarta”. The purpose of this research is to explore how the wedding sales team at Hotel X Jakarta uses customer relationship marketing (CRM) to build strong client relationships. It aims to examine the team's methods for enhancing client engagement and loyalty through CRM strategies. Furthermore, the study evaluates how effective CRM is in increasing wedding revenue at Hotel X Jakarta. This study uses quantitative method with the Spearman Rank Correlation, backed up with the help of qualitative measures such as interviews and data review. The study finds that Hotel X Jakarta effectively uses Customer Relationship Marketing (CRM) to boost wedding revenue through personalized client interactions and strong vendor relationships and suggests that Hotel X Jakarta should implement a referral program to capitalize on positive word-of-mouth, establish a Vendor Contract Program to formalize vendor partnerships and increase referrals, and optimize sales team performance by leveraging individual strengths in client and vendor relationship management. These steps can enhance CRM effectiveness and drive sustained wedding revenue growth.

Keywords: Customer Relationship Marketing, Wedding Revenue, Client Relationships, Event Management, Sales and Marketing, Revenue Growth

FOREWORD

First and foremost, the author expresses sincere gratitude and all glory to Jesus Christ, the Lord and Savior, for He has given the author wisdom, understanding, peace, joy, and strength that only comes from Him, which has enabled the completion of this final research project titled "EVALUATING CUSTOMER RELATIONSHIP MARKETING ON INCREASING WEDDING REVENUE: A STUDY CASE OF HOTEL X JAKARTA." This research is done to fulfill the requirements for the author's bachelor's degree in Hotel Management at Bandung Polytechnic of Tourism (NHI). The author extends heartfelt thanks to all who provided assistance, directly or indirectly, during the preparation of this final research project. Special acknowledgments are due to:

1. Mr. Dr. Anwari Masatip, S.Sos., MM.Par., CEE. as the Director of Bandung Polytechnic of Tourism (NHI)
2. Mrs. Ni Gusti Made Kerti Utami, BA., MM.Par., CHE. as the Head of Academic Administration, Student Affairs, and Cooperation
3. Mr. Pudin Saepudin, S.ST.Par., MP.Par., CHE. as the Head of Hospitality Management Major
4. Mrs. Ita Maemunah, S.ST.Par., MM.Par., CHE. as the Head of Hotel Management Study Program
5. Mr. Dr. Ananta Budhi Danurdara, BA., M.Sc., CPM (Asia) as the primary advisor who has supported the author throughout this research journey thus far

6. Mrs. Nenden Dianawati, MM.Par., CHE. as the co-advisor who has assisted the author throughout this research journey thus far
7. All the lecturers and staff at Bandung Polytechnic of Tourism (NHI), especially those in the Hotel Management Study Program
8. Andry Stefanus, and Erlita Melfa Paska Sitompul as dearest parents who have always supported the author, by all means especially by prayer
9. Meliaty Sihombing as dearest grandmother who has always believed in the author, and kept praying for the author without fail
10. Abby and Noel as dearest siblings who have never failed to lift the author's spirits up
11. All colleagues from the Hotel Management study program, especially Hoacim, who continuously motivate one another in this journey
12. All family, friends, and individuals whose contributions could not be individually mentioned by the author but were instrumental in completing this final research project

The author acknowledges that this final research project may not be flawless and recognizes opportunities for improvement. This is attributed to the author's limited experience and knowledge in the field. The author sincerely apologizes for any mistakes or shortcomings in this research. Constructive criticism and advice are welcome to enhance and develop this research further.

Bandung, 22nd June 2024

Angel Priscilla Luciana

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