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EFFECT OF *RELATIONSHIP SELLING* ON CUSTOMER LOYALTY IN HOTEL CROWN TASIKMALAYA

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ABSTRACT

This research was conducted to identify the effect of relationship on loyalty at Crown Hotel Tasikmalaya. This type of research is descriptive verification, the method used is *explanatory survey*, the sample size of 47 *respondents*. Data analysis techniques and test hypothesis is multiple regression. The results showed that the *relationship selling* is comprised of *trust*, *commitment*, *communications* and *promise fulfillment* significant influence on customer loyalty. The most influential factors is *trust*, where honesty the hotel to deliver services, security of transactions and reservations, responsibility to meet the needs and desires of consumers. Factors that influence most low against *selling relationship* is *communication*, this aspect needs to be improved by providing the accuracy and clarity of the information provided by the hotel to the guest companies that use *meeting package* at Crown Hotel Tasikmalaya.

Keywords: *relationship selling* , *customer loyalty*