


PENERAPAN E-CRM (*ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT*) MENURUT KONSUMEN PADA AVEON HOTEL YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan E-CRM (*Electronic Customer Relationship Management*) menurut konsumen pada Aveon Hotel Yogyakarta. E-CRM (*Electronic Customer Relationship Management*) memiliki 3 indikator yaitu *information quality*, *ease of navigation*, dan *consumer service quality*. Sampel dalam penelitian ini berjumlah 100 responden. Analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari hasil analisis *arithmetic mean* indikator *information quality* hasil rata-rata sebesar 3,30 yang berarti sangat setuju, artinya pengunjung sangat setuju atas kualitas informasi yang diberikan perusahaan, indikator *ease of navigation* memperoleh hasil rata-rata sebesar 3,33 yang artinya sangat setuju, artinya pengunjung sangat setuju atas kemudahan navigasi yang diberikan perusahaan, indikator *consumer service quality* hasil rata-rata yang diperoleh sebesar 3,30 yang berarti sangat setuju, artinya pengunjung sangat setuju atas kualitas pelayanan konsumen yang diberikan perusahaan.

Kata Kunci: *E-CRM, Konsumen, Hotel*

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**IMPLEMENTATION OF E-CRM (ELECTRONIC CUSTOMER
RELATIONSHIP MANAGEMENT) ACCORDING TO CONSUMERS AT
AVEON HOTEL YOGYAKARTA**

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Abstract

This research aims to analyze the application of E-CRM (Electronic Customer Relationship Management) according to consumers at Aveon Hotel Yogyakarta. E-CRM has three indicators: information quality, ease of navigation, and consumer service quality. The sample in this study consisted of 100 respondents. Data analysis in this study utilized validity tests, reliability tests, and arithmetic mean. The arithmetic mean analysis results show that for the information quality indicator, the average score is 3.30, which means respondents strongly agree, indicating that visitors strongly agree with the quality of information provided by the company. For the ease of navigation indicator, the average score is 3.33, which also means strongly agree, suggesting that visitors find the navigation provided by the company very easy. The consumer service quality indicator has an average score of 3.30, which means strongly agree, indicating that visitors are very satisfied with the quality of consumer service provided by the company.

Keywords: E-CRM, Consumer, Hotel