ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk menguji secara empiris dan menganalisis pengaruh *Customer Relationship Management* dan *consumer involvement* terhadap *brand loyalty* dengan *brand trust* sebagai variabel intervening. Populasinya adalah seluruh pelanggan yang sudah pernah menginap di hotel Berbintang 5 (lima) di Kota Semarang, dengan jumlah sampel sebesar 100 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive Sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *Customer Relationship Management* dan *consumer involvement* terbukti berpengaruh positif dan signifikan terhadap *brand trust* dan *brand loyalty*. *Brand trust* juga berpengaruh positif dan signifikan terhadap *brand loyalty*. *Brand trust* mampu menjadi variabel intervening antara *Customer Relationship Management* terhadap *brand loyalty*, artinya semakin tinggi CRM, maka akan menciptakan hubungan yang kuat dengan pelanggan, sehingga akan berdampak pada tingginya kepercayaan pelanggan dalam upaya meningkatkan loyalitas hotel terhadap pelanggan yang menginap. *Brand trust* mampu menjadi variable intervening antara *consumer involvement* terhadap *brand loyalty*, memberikan pengertian bahwa semakin tinggi keterlibatan konsumen terhadap hotel tempat menginap, maka hal itu disebabkan karena tingginya kepercayan konsumen sehingga akan berdampak pada loyalitas pelanggan terhadap hotel tesebut.

Kata Kunci : *Customer Relationship Management, customer involvement, brand trust* dan *brand loyalty,*

ABSTRACT

The purpose of this research is to test empirically and analyze the influence of *Customer Relationship Management* and consumer involvement to brand loyalty with brand trust as intervening variable. The population is all customers who have been staying in 5 star hotels (five) in Semarang City, with the number of samples of 100 respondents. The sampling technique used in this research is Purposive Sampling. The analysis tool is the path analysis, where previously tested the validity and reliability as well as the classical assumption test.

Test results show that *Customer Relationship Management* and cunsumer involvement proved to have a positive and significant impact on brand trust and brand loyalty. Brand trusts also have a positive and significant impact on brand loyalty. Brand trust can be an intervening variable between *Customer Relationship Management* to brand loyalty, meaning that the higher CRM, it will create strong relationships with customers, so that will affect the high trust of customers in an effort to increase the loyalty of the hotel to customers who stay. Brand trust can be a variable intervening between customer involvement to brand loyalty, giving understanding that the higher the involvement of consumers to the hotel where to stay, then it is because of the high consumer trust that will impact on customer loyalty to the hotel.

Keywords: Customer Relationship Management, customer involvement, brand trust and brand loyalty,