

Strategi pemeliharaan loyalitas pelanggan bisnis kuliner (kasus pada restoran The Onion Collective, Ubud, Bali) = The strategy of consumer loyalty maintainance in culinary business (case The Onion Collective restaurant Ubud, Bali)

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Abstrak

ABSTRAK
Pariwisata di Indonesia telah dianggap sebagai salah satu sektor ekonomi yang penting, sebagai penghasil devisa nomor satu dan Bali merupakan destinasi wisata yang paling diminati di Indonesia oleh wisatawan mancanegara maupun domestik. Sektor pariwisata dipengaruhi oleh sektor bisnis lain dan yang paling utama adalah

bisnis kuliner. The Onion Collective adalah satu dari 400 restoran yang ada di Ubud, Bali. Dengan persaingan yang sangat ketat, bisnis restoran tentu saja harus memelihara loyalitas konsumen. Faktor yang harus diperhatikan dalam memelihara loyalitas pelanggan adalah kualitas produk, kualitas pelayanan, harga, emosional faktor, dan

biaya yang dikeluarkan dalam bidang pemasaran. Selain itu, keterlibatan konsumen pada produk dan restoran itu sendiri menjadi kunci utama untuk menciptakan loyalitas konsumen. The Onion Collective sudah memenuhi faktor-faktor yang dapat memelihara loyalitas pelanggan dan berhasil menjalankannya dengan baik.

ABSTRACT
Tourism in Indonesia is one of the most important economic sector as well as the biggest foreign exchange earner in the country, and Bali is the most favorite travel destination in Indonesia by domestic and international tourists. Tourism sector is influenced by other businesses and the main thing is culinary business. The Onion Collective is one out of 400 restaurants that based in Ubud, Bali. With a very tight competition, of course, the restaurant business should maintain customer loyalty. Factors to be considered in maintaining customer loyalty is product quality, quality of service, price, emotional factors, and costs that incurred in the marketing field. Therefore, consumer engagement to product and brand is one of the main key to create

a loyal customer. The Onion Collective has already maintained their customer loyalty very well according to those factors, thus the creation of repeat purchases from customers, customers also recommend The Onion Collective has already fulfilled those factors to maintain their customer loyalty and managed to run it well., Tourism in Indonesia is one of the most important economic sector as well as the biggest foreign exchange earner in the country, and Bali is the most favorite travel destination in Indonesia by domestic and international tourists. Tourism sector is influenced by other businesses and the main thing is culinary business. The Onion Collective is one out of 400 restaurants that based in Ubud, Bali. With a very tight competition, of course, the restaurant business should maintain customer loyalty. Factors to be considered in maintaining customer loyalty is product quality, quality of service, price, emotional factors, and costs that incurred in the marketing field. Therefore, consumer engagement to product and brand is one of the main key to create

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