

ABSTRACT

Hotels are one of the important factors and needs that can support tourism. Offering hotels that are very much needed for tourists both local and foreign as a convenient place to rest their compilation is visiting the area or place. Many things are taken into consideration and expectations in the hospitality sector, for example services provided at competitive prices. Therefore, companies need to do customer relationship management and promotions that are appropriate so that it can make the audience interested in making purchase decisions of the company.

This study aims to determine the effect of customer relationship management and social media marketing on purchase decisions at Favehotel Braga Bandung. This type of research is quantitative with causal descriptive methods. The analysis technique used is multiple linear regression analysis. Based on the research that has been done, it can be concluded that the response of respondents in the customer relationship management variable is included in the very good category, the social media marketing variable is included in the very good category, and the purchase decision variable is also included in the very good category. Overall it can be concluded that customer relationship management and social media marketing have an influence on purchase decisions of 58.3% while the remaining 41.7% is influenced by other variables not examined.

Keyword : Customer Relationship Management, Social Media Marketing, Purchase Decisions