

**Analyzing The Accor Loyalty Program Impact Towards Customer Loyalty in
MHJCC Hotel**

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BACHELOR'S DEGREE
in

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Business and Communication



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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Analyzing The Accor Loyalty Program Impact towards Customer Loyalty In MHJCC Hotel

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The increasing competition within the hospitality industry has encouraged hotels to implement loyalty programs to strengthen customer retention and loyalty. Accor operates two major loyalty programs, namely ALL (Accor Live Limitless), a free membership program, and Accor Plus, a paid subscription program. This study aims to analyse the comparison of Accor loyalty programs in influencing customer loyalty at MHJCC Hotel Jakarta and determine which program has a stronger impact.

This research employed a quantitative approach with a correlational research design. Data were collected through questionnaires distributed to 100 respondents consisting of ALL and Accor Plus members who had stayed at MHJCC Hotel Jakarta. The data were analysed using SPSS Version 31, including reliability testing and multiple linear regression analysis. The study concludes that both loyalty programs positively enhance customer loyalty at MHJCC Hotel Jakarta, with ALL showing a slightly greater impact than Accor Plus.

Keywords: Accor Loyalty Program, ALL, Accor Plus, Customer Loyalty, Hospitality Industry.



DEDICATION

I dedicate this works to myself as a testament of my long-term desire to obtain my undergraduate degree.



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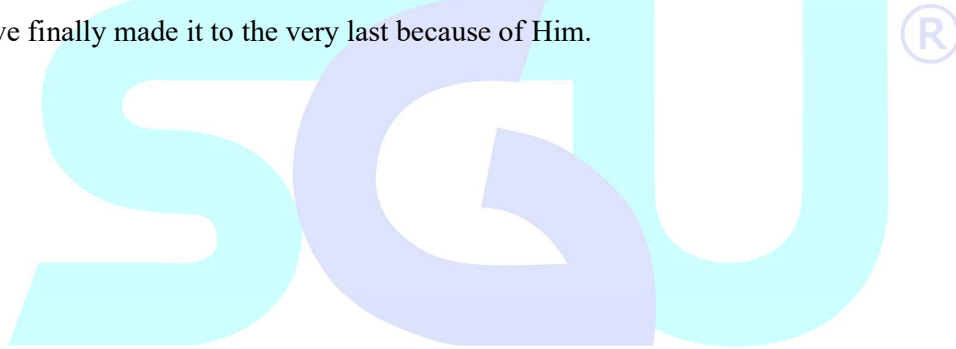


TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	9
LIST OF TABLES	10
CHAPTER 1 - INTRODUCTION	11
1.1 Background	
1.2 Research Problem	
1.3 Research Questions	
1.4 Research Objectives	
1.5 Scope and Limitations	
1.6 Significance of The Study	
CHAPTER 2 – LITERATURE REVIEW	17
2.1 Conceptual Framework	
2.2 Grand Theory	
2.3 Previous Studies	
2.4 State of The Art	
2.5 Research Model Design	
2.6 Hypothesis Development	
CHAPTER 3 – RESEARCH METHOD	26
3.1 Research Design	
3.2 Data Collection Method	
3.3 Data Analysis Technique	
3.4 Operational Variable	
CHAPTER 4 – RESULTS AND DISCUSSIONS	29
4.1 Company Overview	
4.2 Result	

4.3 Discussion

CHAPTER 5 – CONCLUSIONS AND RECOMMENDATION..... 35

5.1 Conclusions

4.2 Recommendation

REFERENCES..... 37

CURRICULUM VITAE..... 40



LIST OF FIGURES

Figures	Page
1. Conceptual Framework	17
2. Research Model Design	25
3. Organization Chart	29



LIST OF TABLES

Table	Page
1. Hotel Best Loyalty Program	11
2. Accor Loyalty Membership	12
3. Member Stay Q4 2025	12
4. Accor Plus Member Dining Discount Usage 2025	13
5. Stay Plus Night Usage 2025	14
6. Accor Plus Member Benefit	19
7. ALL Member Benefit	19
8. Previous Studies	23
9. Operational Table	27
10. Accor Member Classification	30
11. Reliability Statistic All Questions	30
12. Reliability Statistics ALL Questions	31
13. Reliability Statistic Accor Plus Questions	31
14. Reliability Statistics Customer Loyalty Questions	31
15. Chronbach's Alpha Interpretation	31
16. Model Summary	32
17. ANOVA	32
18. Coefficients	32
19. Histogram	33