

ABSTRAK

ANALISIS SEGMENTASI, PENETAPAN PASAR SASARAN DAN PEMOSISIAN SEBUAH HOTEL Studi Kasus pada Quality Hotel Yogyakarta

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Tujuan pertama penelitian ini untuk mengetahui segmen-segmen yang dilayani. Kedua, mengetahui segmen-segmen yang potensial dijadikan pasar sasaran. Ketiga, mengetahui posisi jasa pelayanan dibandingkan para pesaing utamanya, yaitu Hotel Saphir Yogyakarta dan Hotel Santika Yogyakarta. Keempat, mengetahui strategi *marketing mix* yang sesuai dilaksanakan.

Data penelitian dikumpulkan melalui wawancara, kuesioner dan observasi. Data tersebut meliputi gambaran umum perusahaan, profil demografis konsumen, tujuan tamu hotel dalam menggunakan jasa pelayanan, kemenarikan industri, posisi jasa pelayanan dibandingkan pesaing utamanya, dan urutan tingkat kepentingan dalam atribut *marketing mix* hotel. Penelitian ini menggunakan empat teknik analisis, yaitu analisis deskriptif, evaluatif, *perceptual mapping*, dan tingkat kepentingan.

Hasil penelitian menunjukkan bahwa, pertama, *Occupation segment*, *Pleasure segment* dan *User segment* merupakan segmen-segmen yang dilayani Quality Hotel Yogyakarta. Kedua, *Occupation segment* dan *Pleasure segment* potensial dijadikan pasar sasaran hotel ini. Ketiga, posisi hotel ini terbaik untuk atribut kualitas jasa, fasilitas pendukung jasa dan pelayanan karyawan. Sedangkan, posisi Hotel Santika Yogyakarta terbaik untuk atribut lokasi hotel. Keempat, strategi *marketing mix* yang sesuai dilaksanakan Quality Hotel Yogyakarta untuk *Occupation segment* tamu domestik perlu mementingkan kebijakan tempat. Hotel ini perlu mementingkan kebijakan produk untuk *Pleasure segment* tamu domestik, dan kebijakan tempat untuk tamu mancanegara.

ABSTRACT

AN ANALYSIS ON HOTEL SEGMENTATION, MARKET TARGETING AND POSITIONING STRATEGIES A Case Study at Quality Hotel Yogyakarta

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This research firstly aimed to identify what segments that the hotel served. Secondly, it aimed to identify which segments were potential to be target market. Thirdly, it aimed to know the position of the hotel's services compared to its main competitors, namely Saphir Hotel Yogyakarta and Santika Hotel Yogyakarta. Finally, it aimed to identify the marketing mix strategy that would be appropriate to apply on the hotel.

Data were collected through interview, questionnaires and observation. The data were the company's general image, the customer's demographic profile, the hotel guest's purposes in using the hotel services, the industrial interest, the position of the hotel's services compared to its main competitors, and the importance priority of the hotel's marketing mix attributes. This research employed four techniques of analysis, namely, descriptive analysis, evaluative analysis, perceptual mapping analysis, and analysis of importance priority.

Results showed firstly that the segments were the Occupation segment, Pleasure segment, and User segments. Secondly, the Occupation and Pleasure segments were potential to become the target markets of the hotel. Thirdly, the position of the hotel was the best among the three, for the attribute of service quality, services supporting facilities, and worker services. Fourthly, the marketing mix strategy to implement for the Occupation segment for domestic guests should prioritize place policy, meanwhile for the Pleasure segment, it should prioritize product policy (for domestic guests) and place policy (for foreign guests).