

ABSTRAK

PENENTUAN HARGA KAMAR HOTEL PASCA PANDEMI COVID-19 (Studi Kasus di OYO 1829 Zaira House)

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Penelitian ini bertujuan untuk mengetahui harga kamar hotel pasca pandemi *Covid-19* melalui studi kasus yang dilakukan di OYO 1829 Zaira House. Latar belakang penelitian ini adalah untuk menentukan harga kamar hotel setelah pandemi *Covid-19*, sehingga mampu meningkatkan pendapatan hotel dan menutupi semua biaya yang diperoleh hotel.

Penelitian ini dilakukan dengan menggunakan metode kualitatif melalui studi kasus sebagai jenis penelitiannya. Penelitian ini dilakukan di hotel OYO 1829 Zaira House pada rentang waktu Desember 2022 hingga Januari 2023. Semua data dikumpulkan dari wawancara dan dokumentasi sebagai teknik penelitian utama. Selanjutnya, metode teknik analisis data yang digunakan adalah deskriptif. Metode penentuan harga kamar yang digunakan dalam penelitian ini adalah metode *cost plus pricing* pendekatan *full costing* dan pendekatan *variable costing*.

Hasil penentuan harga kamar hotel setelah pandemi *Covid-19* untuk tipe kamar *Deluxe* menggunakan metode *cost plus pricing* pendekatan *full costing* sebesar Rp438.491,00, sedangkan harga kamar yang ditentukan berdasarkan metode *cost plus pricing* pendekatan *variable costing* sebesar Rp102.110,00.

Kata kunci: Harga kamar hotel, *cost plus pricing*, *full costing*, dan *variable costing*

ABSTRACT

***DETERMINATION OF HOTEL ROOM PRICES AFTER THE COVID-19
PANDEMIC***

(Case Study at OYO 1829 Zaira House)

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This study aims to determine the price of hotel rooms after the Covid-19 pandemic through a case study which is performed at OYO 1829 Zaira House. The background of this study is to determination the price of hotel rooms after the Covid-19 pandemic, thus being able to increase the hotel's revenue and cover all costs obtained by the hotel.

This research is conducted using qualitative methods through case studies as the type of research. This research is conducted at the OYO 1829 Zaira House hotel from December 2022 to January 2023. All data are collected from interviews and documentation as the main research techniques. Furthermore, the data analysis technique method used is descriptive. The method of the study is cost plus pricing method with full costing approach and variable costing approach.

The result of pricing hotel rooms after the Covid-19 pandemic for the Deluxe room type using the full costing approach cost plus pricing method was Rp438.491,00. The room price determined based on the variable costing approach cost plus pricing method was Rp102.110,00.

Keyword : Hotel room pricing, cost plus pricing, full costing and variable costing