SUMMARY

JERRY YOSE. H24097063. The Analysis of Services Marketing Strategy on Sempur Park Hotel, Bogor. Under supervised by JONO M. MUNANDAR

Indonesia has a lot of industries in the service sector, one of which is the hospitality industry. National hotel and restaurant industries are predicted to grow about 5% in 2011. The growth of the hospitality industry is inseparable from the image of Indonesia as one tourist destination in the world. Bogor City is one of the tourist destination in Indonesia which are supported by the provision of accommodation facilities in the form of hospitality services. Sempur Park Hotel is one of the most unique three stars hotel in Bogor City that uses eco-friendly concept. Sempur Park Hotel whose productivity is not maximized need to do the appropriate steps in establishing the marketing strategy in order to maximize the occupancy rate, dominate the market, and compete successfully, so as to provide benefits to the company.

The purpose of this research are as follows : (1) Identify and analyze internal environmental factors (strengths and weaknesses) of Sempur Park Hotel, (2) Identify and analyze the external environmental factors (opportunities and threats) which is faced by Sempur Park Hotel, (3) Formulate and select alternatives of the appropriate marketing strategy services for Sempur Park Hotel based on the results of the analysis.

The data used in this research consisted of two types, is primary and secondary data. The analysis in this research is started by identifying the internal and external environmental factors of company. Strategy formulation through three stages of implementation. The first stage is the input stage by using IFE and EFE matrix. Total score on the IFE and EFE matrix of 2.731 (>2.5) and 3.054 (>2.5) which indicates that the internal position of the company is strong enough to compete and have a good strategy in exploiting the opportunities and overcome the threats. The second stage is the matching stage by using SWOT matrix. Based on the analysis of SWOT matrix, it has obtained eight alternatives of marketing strategy. The third stage is the decision stage by using AHP to establish priorities the right marketing strategy for the company. The tool used was Microsoft Excel 2007 program. Priorities of marketing strategy that recommended for Sempur Park Hotel, is : (1) Enhance the brand image or the image of hotel with improve the quality of hotel services and facilities based on international standards in the field of three-star hotel and maintaining a competitive price level, (2) Enhance the brand image or the image of hotel with the best service by providing regular training to employees for improve the quality of their human resources, improving the working standards, and providing incentives / awards for their work performance, (3) Add facilities such as hotel rooms, a ballroom, and facilities for family leisure activity in accordance with latest standards so as to increase sales and productivity of hotel.