

ABSTRACT

This study investigates the B2B customer journey and key touchpoints of a hotel equipment supplier in Indonesia, using CV Arsi Labora Utama as a case study. With the rising demand in the hospitality sector, suppliers like Arsi face challenges in navigating complex procurement processes without a structured understanding of how hotel clients make purchasing decisions. Through a qualitative approach involving interviews and observations with Arsi's internal team and 4 hotel representatives, the research maps a 5-stage customer journey: Need Recognition, Supplier Evaluation, Purchase, Delivery & Support, and Post-Purchase. Findings show that while the stages remain consistent across hotel types, decision-making dynamics and touchpoint expectations vary depending on hotel structure and ownership. The study contributes to both academic literature and managerial practice by offering a practical framework for enhancing supplier engagement in the B2B hospitality market.

Keywords: B2B customer journey, hotel procurement, touchpoints, hotel equipment supplier, hospitality industry, qualitative research, Indonesia