

TABLE OF CONTENT

PREFACE	i
TABLE OF CONTENT	ii
LIST OF FIGURES.....	v
LIST OF TABLES.....	vi
LIST OF APPENDIXES	vii
ABSTRACT.....	viii
CHAPTER 1. INTRODUCTION.....	1
1.1. BACKGROUND	1
1.2. PROBLEM STATEMENT	4
1.3. RESEARCH QUESTION	6
1.4. RESEARCH OBJECTIVE	6
1.5. RESEARCH PURPOSE.....	7
1.6. RESEARCH IMPLICATION	7
1.6.1. Academic Implication	7
1.6.2. Managerial Implication	7
CHAPTER 2. LITERATURE REVIEW.....	9
2.1. INDUSTRY ANALYSIS: PORTER FIVE FORCES.....	9
2.2. THE OVERVIEW OF HOTEL.....	12
2.2.1. Hotel Management Structure	13
2.2.2. Hotel Purchasing Behavior and Procurement Process.....	15
2.3. B2B CUSTOMER JOURNEY.....	18
2.3.1. Characteristics of B2B Customer Journey	19
2.3.2. B2B Customer Journey Stages.....	22

2.3.3.	B2B Customer Journey Touchpoint.....	24
2.3.4.	B2B Customer Journey Buying Center.....	27
CHAPTER 3. RESEARCH METHOD		29
3.1.	RESEARCH METHOD: Qualitative	29
3.2.	SAMPLING TECHNIQUE: Purposive Sampling	30
3.3.	DATA COLLECTION: Semi-structured Interview and Observation.....	31
3.4.	DATA ANALYSIS: Coding and Triangulation.....	32
3.5.	ARSI COMPANY PROFILE.....	33
CHAPTER 4. EMPIRICAL FINDINGS.....		37
4.1.	ARSI INTERNAL BUSINESS ANALYSIS	37
4.1.1.	Arsi Value Chain Analysis.....	37
4.1.2.	Arsi's STP (Segmentation, Targeting, Positioning) Analysis	40
4.2.	EMPIRICAL CONTEXT AND INFORMANT BACKGROUND	41
4.1.1.	Arsi-Side Informants.....	42
4.1.2.	Hotel-Side Informants.....	44
4.1.3.	Customer Case and Hotel Categorization	46
4.2.	CUSTOMER JOURNEY STAGES IN HOTEL.....	48
4.2.1.	Need Recognition.....	49
4.2.2.	Supplier Evaluation.....	52
4.2.3.	Purchase	58
4.2.4.	Delivery and Support	61
4.2.5.	Post Purchase	63

4.3.	TOUCHPOINT IN ARSI'S CUSTOMER JOURNEY.....	65
4.4.	OPTIMIZING ARSI'S APPROACH IN CUSTOMER JOURNEY.....	71
CHAPTER 5. SUMMARY		76
5.1.	SUMMARY OF FINDINGS.....	76
5.2.	MANAGERIAL IMPLICATIONS	78
5.3.	ACADEMIC IMPLICATIONS.....	80
5.4.	LIMITATIONS OF THE STUDY	81
BIBLIOGRAPHY		82

LIST OF FIGURES

Figure 1.1 International Visitor Arrivals in Indonesia (2017 - Sept 2023).....	1
Figure 1.2 The 5 Stage B2B Customer Journey in the Hotel–Supplier Context	4
Figure 2.1 Porter Five Forces Theory	8
Figure 2.2 Typical hotel organization chart showing GM’s position and line staff....	12
Figure 2.3 Summary of Customer Journey Stages Frameworks	21
Figure 3.1 Arsi’s Company Logo	31
Figure 3.2 Cutleries, Flatware, and Glassware (Some Categories Arsi Supply).....	32
Figure 3.3 Arsi's Management Structure	33
Figure 3.4 Arsi’s Annual Sales in IDR (2019 - Sept 2024).....	18
Figure 4.1 Delivery Order inside Arsi's Operation.....	36
Figure 4.2 Arsi B2B Customer Journey and Touchpoints.....	73

LIST OF TABLES

Table 2.1 Characteristics of B2B Customer Journey.....	19
Table 2.2 Types of B2B Touchpoints.....	24
Table 2.3 Typical Roles in a B2B Buying Center	26
Table 3.1 Criteria for Sample Selection	28
Table 4.1 Arsi Informants Profile.....	40
Table 4.2 Hotel Informants (Arsi's Client).....	42
Table 4.3 Arsi's Customer Hotel Touchpoints Categorized based on Literature	63
Table 4.4 Touchpoints in Each B2B Hotel Stage.....	66
Table 4.5 Power Dynamics per Stage in Hotel Customer Journey.....	68

LIST OF APPENDIXES

Appendix 1. Customer Interview Permit Letter (in Bahasa Indonesia).....	85
Appendix 2. Evidance of Interview for Customers (in Bahasa Indonesia)	86
Appendix 3. Signatures of Hotel Informant	87
Appendix 4. Documentations of Interviews and Observations	88