



ABSTRACT

This study discusses about the influence of Hotel Jayakarta Yogyakarta's product on guest's decision to stay. The purpose of this study is to find out all products in Hotel Jayakarta Yogyakarta and to know the product which the most effect on guest's decision to stay in there. This study also discusses about hotel's effort to improve the satisfaction of their guests and occupancy in relations with products.

The method used in this study is a combination between quantitative method and qualitative method. Guests of Hotel Jayakarta Yogyakarta became sample of survey to get quantitative input. Meanwhile, input from observation and interview proceed with qualitative method.

The results of this study have shown that main products of this hotel (room, service, and swimming pool) are the most significantly influence on the guest's decision to stay. Mini golf, tennis field, and volley field which the priority products of this hotel did not effect on guest's decision because guest's orientation of nowadays are much more prefer to MICE.

Keywords : hotel, products, guest's decision



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