

INTISARI

Penelitian ini bertujuan untuk menganalisa hubungan antara sales call dengan tingkat hunian kamar. Secara garis besar, tugas akhir ini membahas tentang pemasaran. Sales call yang merupakan kegiatan pemasaran mempunyai peran penting dalam prosentase tingkat hunian kamar yang selanjutnya dianalisa kebenaran adanya hubungan antara sales call dan tingkat hunian kamar, dan lakunya hubungan tersebut. Penelitian ini dilakukan di Amaris Hotel Diponegoro Yogyakarta. Dalam memperoleh data, penelitian ini dilakukan dengan studi lapangan dan studi pustaka. Dalam studi lapangan, penelitian ini dilakukan dengan pengamatan langsung di aktivitas marketing dan wawancara karyawan Amaris Hotel Diponegoro Yogyakarta yang berkaitan dengan sales call dan tingkat hunian kamar. Dalam studi pustaka, penulis menggunakan beberapa buku, e-book, dan sumber di internet untuk mendukung ide-ide dalam tugas akhir ini. Penelitian dilaksanakan dalam waktu 2 bulan, yaitu dimulai dari tanggal 8 Februari - 8 April 2016 saat penulis melaksanakan magang di Amaris Hotel Diponegoro Yogyakarta. Data yang telah terkumpul kemudian dianalisa menggunakan metode kuantitatif dan kualitatif. Kesimpulannya, sales call dan tingkat hunian kamar mempunyai hubungan. Sales call mempengaruhi perolehan prosentase tingkat hunian kamar, namun pengaruh tersebut tidak pasti per periode.

Kata kunci: hubungan, sales call, tingkat hunian kamar, hotel

ABSTRACT

This graduating paper is aimed to analyze the relation between sales call and occupancy rate. In outline, this graduating paper discusses about marketing. Sales call which is as marketing activity has important role in percentages of occupancy rate, which is then analyzed the validity of the existence of relation between sales call and occupancy rate, and the works of that relation. The research was conducted in Amaris Hotel Diponegoro Yogyakarta. In collecting the data, the research was conducted by field study and literature study. In field study, the research was conducted by direct observation in marketing activities and interview with the employees of Amaris Hotel Diponegoro Yogyakarta about sales call and occupancy rate. In literature study, the writer uses some books, e-books, and sources in the internet to support the ideas in this graduating paper. The observation is conducted for 2 months; February 8th – April 8th, 2016 when internship time in Amaris Hotel Diponegoro Yogyakarta. The data that has been collected then is analyzed with quantitative and qualitative methods. Overall, Sales call and occupancy rate have relation. Sales call influences the percentage of occupancy rate, but that influence is not definite per period.

Keywords: relation, sales call, occupancy, hotel