

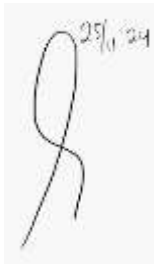
ANALISIS *DIRECT MARKETING* PADA D'SENOPATI MALIOBORO GRAND HOTEL YOGYAKARTA

Rama Novrisa Mardella

Abstrak

Penelitian ini bertujuan untuk mengetahui *Direct Marketing* pada D'Senopati Malioboro Grand Hotel Yogyakarta. Penelitian ini menggunakan metode penelitian kuantitatif. Data primer bersumber dari jawaban kuesioner pengunjung hotel. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan *Random Sampling* dengan sejumlah 62 responden. Berdasarkan hasil penelitian keseluruhan, variabel *Direct Marketing* memiliki nilai rata-rata hitung sebesar 3,44 yang termasuk kategori sangat setuju. Berdasarkan hasil penelitian pada indikator *face toface selling* memiliki nilai rata-rata sebesar 3,42 termasuk kategori sangat setuju, indikator *telemarketing* memiliki nilai rata-rata sebesar 3,54 termasuk kategori sangat setuju, indikator *online marketing* memiliki nilai rata-rata sebesar 3,38 termasuk kategori sangat setuju.

Kata Kunci: *Direct Marketing*

A handwritten signature in black ink, appearing to be 'Rama Novrisa Mardella', with the date '25/11/24' written above it.

***DIRECT MARKETING ANALYSIS ON D'SENOPATI MALIOBORO
GRAND HOTEL YOGYAKARTA***

Rama Novrisa Mardella

Abstract

This research aims to determine Direct Marketing at D'Senopati Malioboro Grand Hotel Yogyakarta. This research uses quantitative research methods. Primary data comes from hotel visitors' questionnaire answers. The sampling technique used in this research used random sampling with 62 respondents. Based on the overall research results, the Direct Marketing variable has a calculated average value of 3.44, included in the strongly agree category. Based on the research results, the face-to-face selling indicator averages 3.42, including the strongly agree category. The telemarketing indicator has an average value of 3.54, including the strongly agree category, and the online marketing indicator has an average value of 3,38 falling into the strongly agree category.

Keyword: Direct Marketing

