

Analisis *Point Of Difference* dan *Point Of Parity* Sebagai Dasar Penentuan
Positioning Hotel Satya Graha Yogyakarta

Herlina Susanti

Abstrak

Penelitian ini bertujuan untuk menganalisis *point of difference* dan *point of parity* sebagai dasar penentuan *positioning* Hotel Satya Graha Yogyakarta. Dengan tujuan melihat sejauh mana *positioning* Hotel Satya Graha dalam melawan pesaing terdekatnya melalui *point of difference* dan *point of parity*. Penelitian laporan tugas akhir ini dengan menggunakan metode deskriptif dengan tujuan mencari pemecahan masalah dan menggunakan data pendukung antara lain, jumlah hotel non bintang dan bintang di Yogyakarta, data tamu Hotel Satya Graha, wawancara pada hotel pesaing terdekat, brosur Hotel Satya Graha dan brosur pesaing Hotel Satya Graha. Berdasarkan kesimpulan penulis memberikan saran yang kiranya dapat bermanfaat bagi Hotel Satya Graha. Hotel Satya Graha sebaiknya dalam menetapkan tarif harga kamar diimbangi dengan perbaikan fasilitas pelayanan dan penambahan produk kamar untuk jangka waktu kedepannya agar mampu menampung jumlah tamu yang meningkat setiap tahun.

Kata Kunci: *Point Of Difference, Point Of Parity, Positioning, Hotel*

Abstract

This study aims to analyze the point of difference and point of parity as a position of positioning Hotel Satya Graha Yogyakarta. In order to see which positioning Satya Graha Hotel positioning against its closest competitor with the point of difference and the point of parity. This final report research by using descriptive method with the aim of finding goods and compare the data among others, the number of non-star hotels and stars in Yogyakarta, guest data of Hotel Satya Graha, interview at the nearest competitor hotel, Hotel Satya Graha brochure and competitor's brochure Hotel Satya Graha . Based on the conclusion of the authors provide suggestions that would be useful for Hotel Satya Graha. Hotel Satya Graha in pricing is offset by improvements in service facilities and additional ways for the future to accommodate the increasing number of guests every year at Hotel Satya Graha Yogyakarta.

Keywords: *Point of Difference, Point of parity, Positioning, Hotel*