ABSTRAK

MEILINA SIAGIAN, NIM 2018116088. Analisis *Sales Force And Size* Pada Hotel Menara Peninsula Slipi Jakarta. Dibawah bimbingan Ibu Ina G. Djamhur, A.Par., M.Sc.
Salah satu upaya agar Hotel Menara Peninsula dapat bertahan selama masa keterpurukan dan pemulihan akibat pandemik Covid19, adalah dengan mempertahankan stabilitas penjualan fasilitas hotel. Saat ini, tingkat hunian kamar di Hotel Menara Peninsula Jakarta mengalami fluktuasi dikarenakan target penjualan kamar tidak tercapai. Diduga penyebab dari kondisi ini adalah pengelolaan tenaga sales yang belum terpola dengan baik, serta pemetaan market segment yang belum tajam atau terarah. Tujuan dari penelitian ini adalah untuk menelaah pengelolaan bagian sales dengan membuat Sales Force Structure and Size (pengelolaan berdasarkan struktur atau tatanan dan ukuran) serta mempertajam segmentasi pasar Hotel Menara Peninsula. Metode penelitian yang digunakan adalah deskriptif kuatitatif dengan penentuan responden berdasarkan purpose sampling dan snowball sampling yaitu lima orang informan inti di Department Sales. Adapun pengumpulan data melalui wawancara terbuka. Hasil yang didapat adalah bahwa faktor yang membuat target penjualan tidak tercapai dikarenakan pola pengelolaan tenaga sales tidak terstruktur dengan baik, dan pemetaan pasar juga belum dilakukan secara tajam. Saran yang diajukan adalah agar membuat pola struktur tenaga sales secara terarah dengan menggunakan konsep Combination Structure Sales Force antara Territorial Structure Sales Force dengan Market Segment Sales Force, serta melakukan pemetaan segmentasi pesar berdasarkan dimensi territory atau area. Rekomendasi lain adalah membuat yield management, analisa pesaing, monitor penjualan dan promosi pada portal OTA, kemudian dianjurkan para tenaga sales dapat menggunakan sistem operasional hotel secara akurat.
Kata Kunci : Penjualan Langsung, Tenaga Sales Yang Terstruktur Dan Terukur, Pemetaan Pemasaran

ABSTRACT

MEILINA SIAGIAN, NIM 2018116088. S*ales Force And Size* Analysis For Hotel Menara Peninsula Slipi Jakarta. Under the guidance of Mrs. Ina G. Djamhur, A.Par. , M.Sc.
One of the efforts so that the Menara Peninsula Hotel can survive during the downturn and recovery due to the Covid19 pandemic, is to maintain the stability of the sale of hotel facilities. Currently, the room occupancy rate at Menara Peninsula Hotel is fluctuating due to the room sales target not being achieved. It is suspected that the cause of this condition is the management of the sales force that has not been well patterned, as well as the mapping of the market segment that has not been sharp or directed. The purpose of this research is to examine the management of the sales department by creating a Sales Force Structure and Size (management based on structure or order and size) and to sharpen the market segmentation of the Menara Peninsula Hotel. The research method used is quantitative descriptive with the determination of respondents based on purpose sampling and snowball sampling, namely five core informants in the Sales Department. The data collection through open interviews. The results obtained are that the factors that prevent sales targets from being achieved are because the sales force management pattern is not well structured, and market mapping has not been carried out sharply. Suggestions put forward are to create a pattern of sales force structure in a directed manner by using the concept of Combination Structure Sales Force between Territorial Structure Sales Force and Market Segment Sales Force, as well as mapping market segmentation based on territory or area dimensions. Another recommendation is to make yield management, competitor analysis, monitor sales and promotions on the OTA portal, then it is recommended that sales staff can use the hotel's operational system accurately.
Keywords: Direct Selling, Sales Force Structure And Size, Market Segment