

**ANALISIS IMPLEMENTASI *MARKETING INNOVATION* DALAM
MENINGKATKAN KUALITAS PEMASARAN**

(Studi Kasus Pada Perusahaan Akomodasi *Hoomestay Room* Bandung)

SKRIPSI

Diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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Sebuah skripsi yang diajukan untuk memenuhi syarat dalam memperoleh gelar
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LEMBAR PENGESAHAN

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PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Analisis Implementasi Marketing Innovation Dalam Meningkatkan Kualitas Pemasaran (Studi Kasus Pada Perusahaan Akomodasi Hoomestay Room Bandung)**” ini beserta seluruh isinya adalah benar karya penulis sendiri. Penulis tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Yang Membuat Pernyataan,



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ABSTRAK

Dennissa Febrianty, 1905774 “Analisis Implementasi *Marketing innovation* Dalam Meningkatkan Kualitas Pemasaran (Studi Kasus Pada Perusahaan Akomodasi *Hoomestay Room Bandung*)” dibawah bimbingan **Dr. Bagja Waluya, S.Pd., M.Pd** dan **Aan Khosihan, S.Pd., M.Sos.**

Peningkatan kualitas pemasaran pada perusahaan akomodasi untuk mampu menciptakan keunggulan kompetitif. Perusahaan akomodasi memerlukan adopsi pemasaran inovatif dalam bentuk ide-ide baru dan praktik pemasaran non-tradisional yang terkait dengan produk, harga, promosi, distribusi, bukti fisik, proses dan penyedia layanan. *Hoomestay Room Bandung*, sebagai salah satu perusahaan penyedia jasa akomodasi dengan target market *nomadic tourism* telah mengimplementasikan *marketing innovation* pada strategi pemasarannya. Penelitian ini bertujuan untuk menganalisis mengenai implementasi *marketing innovation* dalam meningkatkan kualitas pemasaran. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis studi kasus. Informan dalam penelitian ini terdiri dari *Chief Executive Officer, Chief Marketing Officer, Chief Operating Officer* dan 12 tamu yang sudah menginap di *Hoomestay Room Bandung*. Hasil menunjukkan bahwa *Hoomestay Room Bandung* telah berhasil mengintegrasikan berbagai inovasi dalam strategi pemasaran mereka, mencakup branding, desain, pelayanan, dan promosi. Melalui pendekatan komprehensif ini, mereka menciptakan identitas yang menarik bagi konsumen dengan menggabungkan kualitas hotel dan harga homestay serta menekankan nilai tambah lokasi strategis dan akses mudah. Dengan penerapan *marketing innovation*, *Hoomestay Room Bandung* berhasil meningkatkan performa bisnisnya dalam hal hunian, pendapatan, dan ulasan positif. Selain itu, perusahaan ini juga berhasil menciptakan *perceived quality* yang tinggi melalui ulasan positif dari tamu dan ketiadaan keluhan, menunjukkan kepuasan pelanggan yang berkelanjutan. Hal ini menunjukkan bahwa inovasi dalam pemasaran menjadi kunci kesuksesan dalam memperluas pangsa pasar di industri akomodasi yang kompetitif.

Kata Kunci : *Marketing, Innovation, Pelanggan, Kualitas, Hoomestay Room*

ABSTRACT

Dennissa Febrianty, 1905774 "Analysis of Marketing innovation Implementation in Improving Marketing Quality (Case Study at Hoomestay Room Bandung Accommodation Company)" under the guidance of Dr. Bagja Waluya, S.Pd., M.Pd and Aan Khosihan, S.Pd., M.Sos.

Improving the quality of marketing in accommodation companies to be able to create a competitive advantage. Accommodation companies require the adoption of innovative marketing in the form of new ideas and non-traditional marketing practices related to products, pricing, promotion, distribution, physical evidence, processes and service providers. Hoomestay Room Bandung, as one of the accommodation service providers with a nomadic tourism target market, has implemented marketing innovation in its marketing strategy. This study aims to analyze the implementation of marketing innovation in improving marketing quality. This research uses a qualitative approach with a case study analysis method. The informants in this study consisted of Chief Executive Officer, Chief Marketing Officer, Chief Operating Officer and 12 guests already stayed in Hoomestay Room Bandung. The results show that Hoomestay Room Bandung has successfully integrated various innovations in their marketing strategy, including branding, design, service, and promotion. Through this comprehensive approach, they create an attractive identity for consumers by combining hotel quality and homestay prices and emphasizing the added value of strategic location and easy access. With the implementation of marketing innovation, Hoomestay Room Bandung has succeeded in improving its business performance in terms of occupancy, revenue, and positive reviews. In addition, the company has also managed to create high perceived quality through positive reviews from guests and no complaints, demonstrating continued customer satisfaction. This shows that innovation in marketing is the key to success in expanding market share in the competitive accommodation industry.

Keywords : Marketing, Innovation, Customer, Quality, Hoomestay Room

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Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai implementasi *marketing innovation* dalam meningkatkan kualitas pemasaran (Studi Kasus Pada Perusahaan Akomodasi *Hoomestay Room Bandung*). Penulis menyadari kekurangan dalam penulisan skripsi ini, sehingga saran dan kritik dari pembaca diharapkan dapat menjadi evaluasi untuk penelitian yang lebih baik. Penelitian skripsi ini diharapkan dapat bermanfaat bagi pengembangan ilmu manajemen pemasaran pariwisata, khususnya dalam kajian *marketing innovation*.

Bandung, 10 Januari 2024



Penulis
Dennissa Febrianty

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A handwritten signature in black ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

Penulis
Dennissa Febrianty

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