

**ANALISIS *CUSTOMER STAYCATION EXPERIENCE* DI ERA
PEMULIHAN PANDEMI COVID-19
(Studi Analisis Isi pada *Online Review Tamu Resort* di
Yogyakarta)**

SKRIPSI

**Diajukan Sebagai Syarat untuk Memperoleh Gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata**



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(Studi Analisis Isi pada *Online Review* Tamu *Resort* di Yogyakarta)

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**ANALISIS *CUSTOMER STAYCATION EXPERIENCE* DI ERA
PEMULIHAN PANDEMI COVID-19
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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Analisis Customer Staycation Experience di Era Pemulihan Pandemi Covid-19 (Studi Analisis Isi pada Online Review Tamu Resort di Yogyakarta)**” 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 penulis ini.

Bandung, 23 Agustus 2022

Yang Membuat Pernyataan



Rizka Yulianti Ajizah

ABSTRAK

Analisis Customer Staycation Experience di Era Pemulihan Pandemi (Studi Analisis Isi pada *Online Review* Tamu *Resort* di Yogyakarta)

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Penelitian dilatarbelakangi oleh fenomena pemulihan pandemi Covid-19 yang menghadirkan perubahan besar dalam industri pariwisata yaitu pergeseran preferensi pelanggan dalam berwisata yang ditandai dengan munculnya inovasi dan tren terbaru, salah satunya tren staycation. Dalam memahami kondisi pasar yang berubah, perlu dilakukan penelitian terbaru dalam bidang pariwisata dan perhotelan, yaitu dapat dilakukan dengan menganalisis pengalaman pelanggan. Penelitian ini bertujuan untuk memahami pengalaman staycation pelanggan di masa pemulihan pandemi Covid-19 melalui konstruksi ulasan positif dan negatif pelanggan. Penelitian menggunakan metode analisis isi kualitatif dengan sumber data berupa 71 ulasan tekstual yang diperoleh dari dokumentasi ulasan pelanggan daring di halaman web Tripadvisor. Dengan berlandaskan teori dua faktor Herzberg, penelitian ini menemukan determinan kepuasan dan ketidakpuasan pelanggan dikonstruksi oleh atribut yang berbeda. Pada akhirnya, penelitian ini menghasilkan output berupa gambaran pengalaman pelanggan di masa pemulihan pandemi, yang dapat digunakan pemasar untuk memahami keinginan pelanggan agar dapat menciptakan nilai dalam lingkungan bisnis yang semakin kompetitif di era pemulihan pandemi Covid-19.

Kata kunci: Pemulihan Pandemi Covid-19, Pengalaman Pelanggan, Staycation, Ulasan Daring, Analisis isi Kualitatif, Industri Perhotelan

ABSTRACT

*Analyzing Customer Staycation Experience in Pandemic Recovery Era
(Content Analysis Study of Customer Online Review in Yogyakarta Resorts)*

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The research was motivated by the Covid-19 pandemic recovery phenomenon which brought a massive change in the tourism industry in the form of a shift in customer travelling preferences which is marked by the emergence of the latest innovations and trends, such as staycation trends. To understand the different market conditions, it is important to do the latest research in the field of tourism and hospitality, which can be done by analyzing customer experience. This study aims to understand the customer staycation experience during the recovery period of the Covid-19 pandemic through the construction of positive and negative reviews. This study using a qualitative content analysis method with data sources in the form of 71 textual reviews obtained from online customer review documentation on the Tripadvisor web page. Based on Herzberg's two-factor theory, this study finds that the determinants of customer satisfaction and dissatisfaction are constructed by different attributes. The final result, this research produces output in the form of a description of customer experiences during the pandemic recovery period, which marketers can used to understand customer desires in order to create value in an increasingly competitive business environment in the Covid-19 pandemic recovery era.

Keywords: Covid-19 Pandemic Recovery, Customer Experience, Staycation, Online Reviews, Qualitative Content Analysis, Hospitality Industry

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Penulis sangat menyadari bahwa dalam penyusunan skripsi ini masih jauh dari kata sempurna oleh karena berbagai keterbatasan. Oleh karena itu, penulis mengharapkan adanya kritik dan saran dari berbagai pihak yang bersifat membangun untuk dijadikan perbaikan dalam penyusunan penelitian di masa yang akan datang. Semoga penelitian ini dapat bermanfaat, khususnya dalam perkembangan industri pariwisata bidang pemasaran serta dunia pendidikan dan penelitian.

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