

***CONTENT ANALYSIS CUSTOMER PERCEIVED VALUE DI
MASA SEBELUM PANDEMI COVID-19 DAN ADAPTASI
KEBIASAAN BARU***

SKRIPSI

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



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SEBELUM PANDEMI COVID-19 DAN ADAPTASI KEBIASAAN BARU**

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ABSTRAK

Arina Apriliani Kuswara (1700011), “Content Analysis Customer Perceived Value di masa sebelum pandemi Covid-19 dan Adaptasi Kebiasaan Baru”, di bawah bimbingan Bagja Waluya, S.Pd., M.Pd dan Endah Fitriyani, S.Par., MM.Par.

Industri perhotelan merasakan dampak pandemi Covid-19, dimana tamu hotel memiliki harapan lebih tinggi pada aspek kesehatan dan keselamatan. Menyikapi hal tersebut dilakukan penelitian dalam menganalisis *customer perceived value* sebagai upaya untuk dapat memenuhi harapan tamu di masa pandemi Covid-19 dan mempertahankan keunggulan bersaing dengan menjaga hubungan dengan tamu. Pendekatan yang digunakan adalah metode penelitian kualitatif dengan jenis penelitian *content analysis*. Teknik pengumpulan data yang digunakan adalah observasi non partisipan, wawancara dan studi literatur. Dilakukan juga analisis data dengan teknik *coding* dalam mendukung penelitian ini. Hasil penelitian ini menemukan kategori *customer perceived value* yang paling banyak di ulas oleh tamu Hotel Swiss-Belresort Dago Heritage yaitu *quality value*. Penelitian ini juga memberikan rekomendasi sebagai strategi meningkatkan *value* bagi pengelola maupun manajemen hotel untuk menjaga hubungan dengan tamu yang dapat menghasilkan keuntungan jangka panjang di masa depan.

Kata Kunci: *Customer perceived value, Content Analysis, Adaptasi Kebiasaan Baru, Hotel*

ABSTRACT

Arina Apriliani Kuswara (1700011), “Content Analysis Customer Perceived Value di masa sebelum pandemi Covid-19 dan Adaptasi Kebiasaan Baru”, under the guidance of Bagja Waluya, S.Pd., M.Pd and Endah Fitriyani, S.Par., MM.Par.

The hospitality industry is feeling the impact of the Covid-19 pandemic, where hotel guests have higher expectations on health and safety aspects. In response to this, research was carried out in analyzing customer perceived value in an effort to be able to meet guest expectations during the Covid-19 pandemic and maintain a competitive advantage by maintaining relationships with guests. The approach used is a qualitative research method with the type of research content analysis. Data collection techniques used are non-participant observation, interviews, and literature studies. Data analysis using coding techniques was also carried out to support this research. The results of this study identify the category of customer perceived value that is most widely reviewed by guests of Swiss-Belresort Dago Heritage Hotel is quality value. This research also provides recommendations as a strategy to increase value for hotel managers and management to maintain relationships with guests that can generate long-term profits at the future.

Keywords: Customer perceived value, Content Analysis, New Normal, Hotel

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