

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Quin Centro Hotel is the 3rd star hotel in Palembang located at Jl. Letkol Iskandar No.1 Palembang. It is a strategic place to enjoy the sights and activities in this city. Beside near to the tourist destinations and malls, this hotel has a good promotion strategy because the hotel conducted advertising such as making brochure, having a cooperation with newspaper for promoting the hotel, having a cooperation with Yellow Pages to promote the hotel, Having cooperation with Agoda, Wego, and 1001 malam to promote the hotel via internet/ Website, having identity Cards of Hotel for the guest who stays in the hotel, and having X-Banner to promote the products of the hotel; Personal Selling; Publicity; Sales Promotion and Direct Marketing. With the promotion strategy like that the people will know everything about the hotel. Even though the hotel was new hotel but the hotel is able to compete with another hotel because Quin Centro Hotel has a lot of promotional strategies.

5.2 Suggestions

Along with the times which make the competition of hotel getting tougher, hotel should be more creative in marketing a product. Marketing concepts of the hotel must be completely controlled and run well, and the hotel should listen to the complaints or dissatisfaction of consumers to the product so that the hotel can improve and give satisfaction to the guests. Because the satisfaction of the guests is very important to the hotel when guests were satisfied with the services provided, the guests will return again to the hotel and this will increase hotel revenue sources.