Review Top Hotel Services Pricing Procedures
At the Hotel Pondok Panorama Lembang

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ABSTRACT

In determining the price of services, price plays a major role in determining business success, especially those engaged in services. Other than to generate profit, the price of a service also allegedly able to make the business survive the onslaught of competitors. Pricing procedure must be based on various considerations, to obtain profit. In addition to consideration of business competition should be considered in determining the price. Do not let the price set too high or too low of a price competition.

This study has several objectives, namely to know To know how to determine the price of hotel services at the Hotel Pondok Panorama Lembang, as well as to determine the factors that influence the pricing of hotel services at the Hotel Pondok Panorama Lembang. Types of research used by the researchers is a descriptive study.

While the data collection methods used are interviews and documentation, while the data analysis of data used to assess the services of hotel pricing procedures. The subjects of this study is the hotel staff who deal directly with the implementation of pricing. From the results of the study, researchers found several deficiencies at the time of the pricing procedure that is in service hotel pricing, amenities and service provided does not match the expectations of consumers.

Key words: Services Pricing, pricing, Services Pricing Procedures.