

IMPLEMENTASI TAHAPAN *PERSONAL SELLING* YANG TEPAT PADA HOTEL CIPUTRA WORLD DI SURABAYA

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ABSTRAK

Internship yang dilakukan bertujuan untuk menganalisis implementasi tahapan *personal selling* yang tepat pada Hotel Ciputra World di Surabaya. Metode yang digunakan adalah observasi partisipatif selama program magang 14 minggu di departemen *sales* dan *marketing* hotel tersebut. Hasil penelitian menunjukkan bahwa Hotel Ciputra World Surabaya telah menerapkan tujuh tahapan *personal selling* yaitu *prospecting and qualifying, preapproach, approach, presentation and demonstration, handling objections, closing, dan follow-up*. Namun, masih terdapat beberapa kendala dalam implementasinya seperti *database* pelanggan yang belum *terupdate* dan kurangnya keterampilan tenaga penjualan dalam mengidentifikasi kebutuhan pelanggan *high-end*. Kesimpulan, meskipun Hotel Ciputra World Surabaya telah menerapkan tahapan *personal selling* dengan cukup baik, masih diperlukan perbaikan terutama dalam hal pengelolaan *database* pelanggan dan peningkatan kompetensi tenaga penjualan. Rekomendasi yang dapat diberikan antara lain, melakukan pembaruan *database* pelanggan secara berkala, memberikan pelatihan kepada tenaga penjualan untuk meningkatkan kemampuan dalam mengidentifikasi kebutuhan pelanggan *luxury* hotel, mengoptimalkan penggunaan teknologi digital dalam proses *personal selling*, dan meningkatkan personalisasi penawaran sesuai preferensi masing-masing pelanggan. Dengan perbaikan tersebut, diharapkan implementasi *personal selling* di Hotel Ciputra World Surabaya dapat lebih efektif dalam meningkatkan penjualan dan kepuasan pelanggan.

Kata Kunci: Industri *Hospitality*, Hotel, *Personal Selling*

**IMPLEMENTATION OF THE RIGHT PERSONAL SELLING STAGES
AT CIPUTRA WORLD HOTEL IN SURABAYA**

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ABSTRACT

This internship aims to analyse the implementation of the right personal selling stages at Ciputra World Hotel in Surabaya. The method used was participatory observation during the 14-week internship programme in the sales and marketing department of the hotel. The results showed that Ciputra World Hotel Surabaya has implemented seven stages of personal selling, namely prospecting and qualifying, preapproach, approach, presentation and demonstration, handling objections, closing, and follow-up. However, there are still some obstacles in its implementation such as the customer database that has not been updated and the lack of salesperson skills in identifying the needs of high-end customers. In conclusion, although Hotel Ciputra World Surabaya has implemented the stages of personal selling quite well, improvements are still needed, especially in terms of managing the customer database and increasing the competence of salespeople. Recommendations that can be given include updating the customer database regularly, providing training to salespeople to improve their ability to identify the needs of luxury hotel customers, optimising the use of digital technology in the personal selling process, and increasing the personalisation of offers according to the preferences of each customer. With these improvements, it is expected that the implementation of personal selling at Ciputra World Hotel Surabaya can be more effective in increasing sales and customer satisfaction.

Keywords: Hospitality Industry, Hotel, Personal Selling