

ANALYZING PARTNERSHIP BETWEEN HOTEL AND ONLINE TRAVEL
AGENCIES FROM THE HOTEL'S PERSPECTIVE. A CASE STUDY OF: HOTEL X

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Recently, digital marketing is one of the essential elements for any businesses to implement it also includes hotels. It is a must to implement digital marketing to compete in this digital era because with digital marketing, any businesses can easily interact and sell their product through the digital world. One of the digital marketing channels is online travel agencies. And digital marketing itself has 8P's as their marketing mix which is: Price, Place, Product, Promotion, People, Process, Physical Evidence, and Partnership.

In this research, its purpose is to understand which partnership with Online Travel Agencies is the most profitable for Hotel X. The data for this research was obtained from the Hotel X data from the year of 2017 and also the results of an in-depth interview that has been conducted with the people who are involved in daily business activities with Online Travel Agencies. Traveloka is the most profitable online travel agencies for Hotel X and Pegipegi.com is the least profitable for Hotel X. Also Hotel X should avoid dependency on using online travel agencies so they are not going to be treated arbitrarily by online travel agencies.

Keywords: Digital Marketing, 8P's, Partnership, Online Travel Agencies, Company Performance, Hotel Performance.



DEDICATION

I dedicate this works to all of my family and my friends who always supported and cheered for me in the difficult times.



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