

SEGMENTASI KONSUMEN SURABAYA YANG MENYAMPAIKAN KELUHAN DI HOTEL BINTANG LIMA

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Abstrak : Pariwisata merupakan salah satu bisnis yang berkembang seiring dengan bertambahnya tahun. Hotel-hotel mulai banyak ditemukan tak hanya kota-kota besar namun juga kota-kota kecil. Banyaknya hotel dengan variasi yang berbeda dan juga bintang yang berbeda dapat mempengaruhi ekspektasi konsumen, semakin tinggi ekspektasi konsumen maka semakin sulit untuk pemenuhan ekspektasi tersebut. Ketika Hotel gagal memenuhi ekspektasi konsumen maka dapat menyebabkan konsumen menyampaikan keluhan. Penelitian ini dimaksudkan untuk mengetahui profil segmentasi konsumen Surabaya yang pernah menyampaikan keluhan di hotel bintang lima dari segi demografi, budaya, dan karakter. Metode pengolahan data dilakukan dengan menggunakan validitas dan realibilitas, sedangkan metode analisis data yang digunakan adalah analisa faktor dan analisa *Cluster* yang berasal dari data yang dikumpulkan dari kuesioner yang telah diisi dan diolah. Dari hasil penelitian ini ditemukan 12 faktor yaitu *Ambitious, Comfortable, Temperamental, Kindness, Diligent, Active, Hardworker, Creative, Fearful, Playful, Planned,* dan *Obedient*, lalu dibagi menjadi 3 cluster yaitu *Exit Complainer, Active Complainer,* dan *Passive Complainer* dengan mayoritas masyarakat Surabaya adalah cluster *Passive Complainer*.

Kata Kunci : Segmentasi, Analisa Cluster, keluhan

Abstract: Tourism is one of many business who developed from time to time. Many Hotels has been built not only in a big city but also in a small city. Hotel which have many kind of variation and stars can influence consumer's expectation. Higher expectation tend to be more difficult to fulfilled. When a Hotel failed to meet up to that expectation, then it can cause consumer to make a complaint. This study intended to knowing the segmentation of Surabaya's consumer who made a complaint in a five stars Hotel in terms of Demographic, Culture, and Character. Method of data processing is done by using validity and reliability tests. Meanwhile data analysis method that used in this thesis are the analysis factor and cluster analysis, which were derived from data collected from the questionnaire that has been filled out and processed. Through these datas, turn out there are 12 factors that emerged which are *Ambitious, Comfortable,*

Temperamental, Kindness, Diligent, Active, Hardworker, Creative, Fearful, Playful, Planned and Obedient. These factors then divided into 3 clusters which are *Exit Complainer, Active Complainer* and *Passive Complainer* with the majority of Surabaya's consumers are from cluster *Passive Complainer*.

Keyword : Segmentation, cluster analysis, complaint

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