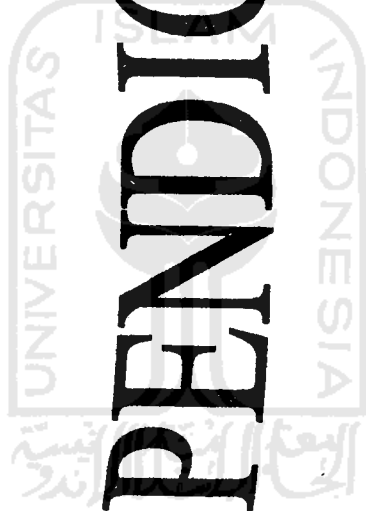


APPENDICES





INTERNATIONAL PROGRAM
Faculty of Economics
UNIVERSITAS ISLAM INDONESIA

Yogyakarta, January 2, 2003
Ref. No.: 319. 3. A

Puri Artha Hotel
Jl. Cendrawasih No. 36, Demangan Baru.
Yogyakarta

Subject : REQUEST ON DATA GATHERING

Assalamu'alaikum Wr. Wb.

Due to the final paper the students must complete upon accomplishment of their study, we would really appreciate if you could give permission to this following student :

Name : Devi Rostianty
Place/Date of Birth : Prabumulih, December 4, 1978
Student Number : 97311018
Address : Jl. Tengiri Raya F - 8, Minomartani, Yogyakarta
Study Program : Management
Status : Accredited

to have research and data gathering in your institution/ company. The research will be focusing on "**The Analysis of Marketing Strategy at Puri Artha Hotel Yogyakarta**", and is under supervision of **Drs. Abdul Moein, MBA**, one of lecturers in Faculty of Economics, Universitas Islam Indonesia.

We could guarantee that the result and findings of the research are confidential and they are only used to enrich knowledge in Economics.

Thank you for your help and cooperation.

Wasalamu'alaikum Wr. Wb.

Respectfully yours,

Sahabudin Sidiq, Drs, MA
Vice Director for Academic Affairs





Jalan Cendrawasih No. 36; Phn: (0274) 563288; Fax: (0274) 562765;
E-mail: puriartha@idola.net.id; Web: www.puriartha.co.id.
Yogyakarta 55281 - Indonesia

SURAT KETERANGAN
No.061/Pers/PAH/IV/2003

Dengan ini manajemen Puri Artha Hotel menerangkan dengan sesungguhnya bahwa yang tersebut dibawah ini :

Nama : DEVI ROSTIANTY
Nim : 97311018
Fakultas : Ekonomi jurusan Manajemen
Perguruan Tinggi : Universitas Islam Indonesia
Yogyakarta.


Telah melakukan penelitian di Puri Artha Hotel pada tanggal 27 Januari sampai dengan 4 April 2003 dengan maksud mencari data untuk menyelesaikan karya ilmiah/ skripsi dengan judul :

" The Analysis of Marketing Strategy at Puri Artha Hotel"

Semoga surat keterangan ini dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 4 April 2003

Hormat kami,


Bagus Ardhi Balianoro
Managing Director



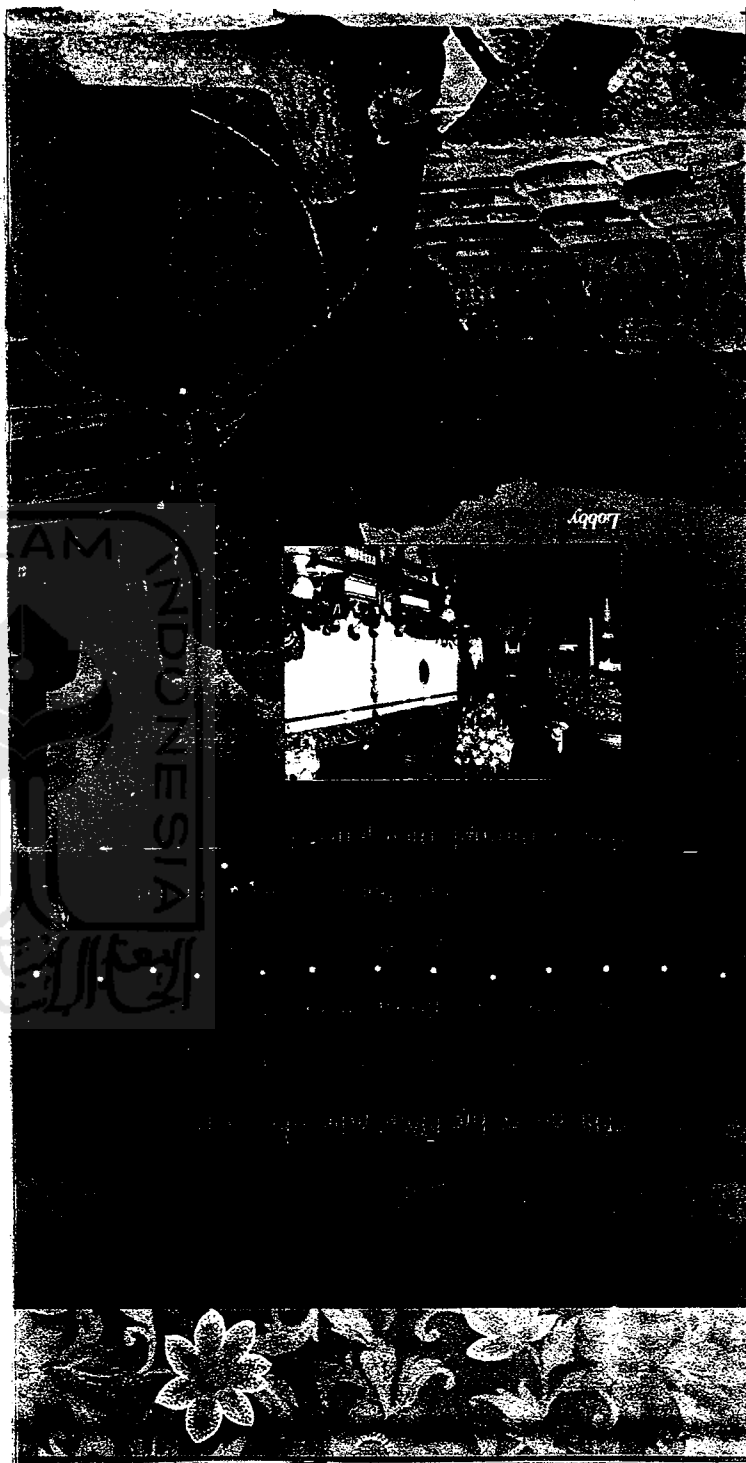


*traditional and Javanese
and Balinese style*
with western facilities
and comforts



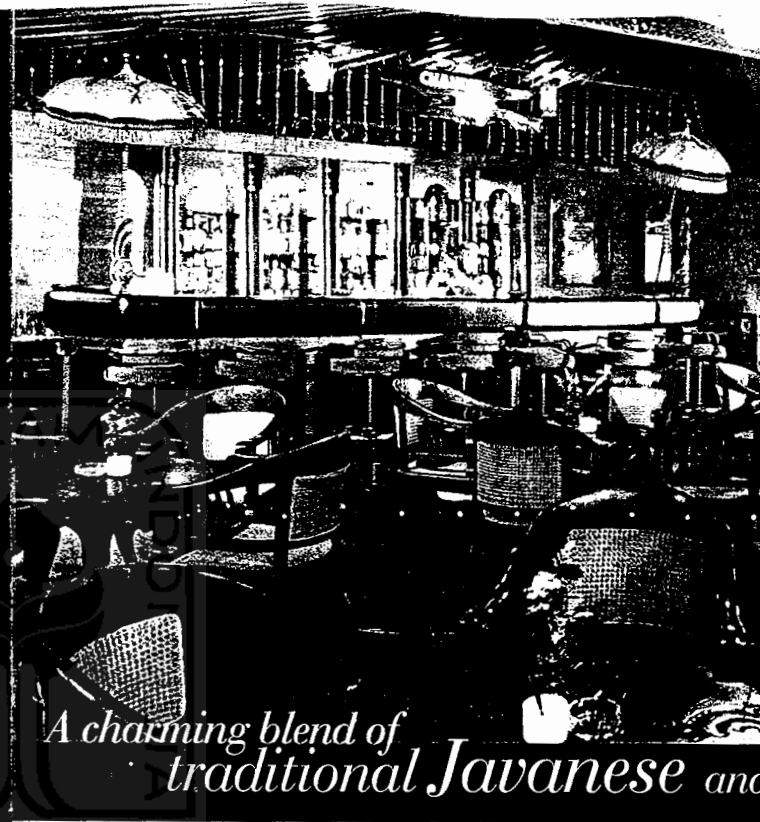
Jalan Cendrawasih No. 36
Phone: (0274) 563288, Fax: (0274) 562765
E-mail: puriarta@idola.net.id,
Website: www.puriartha.co.id
Yogyakarta 55281-Indonesia

*Who knows this best
but Puri Artha Hotel?*





*S*pacious room has traditional furniture. Combined with modern facilities the room has hot and cold running water, phone, music, TV and mini bar. rattan, bamboo and home made batik dominantly appear throughout the room. All properties are designed for guest comforts.

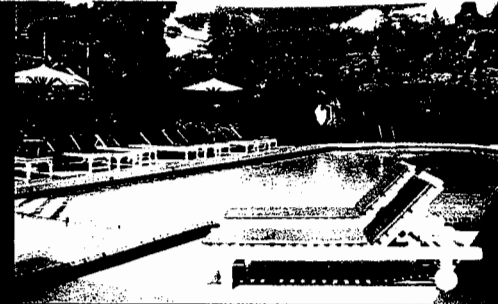


A charming blend of traditional Javanese and

Chandra Restaurant serves varieties of food, a'la carte and grand buffet style. Live music and Javanese Gamelan Orchestra will conduct people enjoying delicious food served by the friendly waiters and smiling waitress. Nowhere is more romancing than eating in Chandra Restaurant with Indonesian, Chinese, European and even some of Javanese dishes.



The Chandri Bar, serving any choices of drinks, is ready to welcome every visitors of the hotel with special drinks. The live music and singer will patiently accompany you to relax and dance with your partner. Just find the happy hours in the Chandri Bar.



Where else if not in the Pasiraman Pool, guest can find another pleasure, splashing blue water and sun bathing after having been tired of touring around Yogyakarta city and surrounding the whole day long.

*Balinese style
with western facilities and comforts*



Chandra Restaurant



Deluxe Room



PURI
Artha
HOTEL

Reservasi:
Hubungi Travel agent terdekat atau langsung ke:
HOTEL PURI ARTHA
Jl. Cendrawasih 36. Phone.: (0274) 563288
Fax.: (0274) 562765
E-mail: puriartha@puriartha.co.id
Website: www.puriartha.co.id
Jogja 55281 - Indonesia

Chandra
COFFEE SHOP

Buka tiap hari dari pk. 06.30-22.00 WIB

Chandri
BAR

Buka tiap hari dari pk. 14.00-23.00 WIB

Pasiraman
SWIMMING POOL

Buka tiap hari dari pk. 12.00-20.00 W:IB

LINTANG ROOM

Fasilitas: OHP-Sound System
Slide Projector-White Board
Microphone

TARIF KAMAR 2003

Berlaku s/d 31 Oktober 2003
(WISNU DAN KIMS)

JENIS KAMAR

Superior Room	Rp. 200.000,-
Special Room	Rp. 225.000,-
Deluxe Room	Rp. 250.000,-
Suite Room	Rp. 400.000,-
Extra Bed	Rp. 100.000,-

Harga tersebut di atas sudah termasuk makan pagi.
Harga tersebut belum termasuk
21% pajak dan pelayanan.

WAKTU CHECK OUT

Waktu check-out jam 12.00 siang
Apabila check-out antara jam 12.00 - 18.00
Dikenakan biaya tambahan 50%
dari harga kamar

FASILITAS KAMAR

AC, TV, Telp, Mini Bar, Air Panas/Dingin

PURI
Artha
HOTEL



The not so big Hotel adjectified with three star and decorated with Javanese and Balinese culture blends. Each has veranda facing a garden creating atmosphere.

CHANDRA COFFEE SHOP

Opens daily from 06.30 a.m. to 10.00 p.m.
Serving Indonesian, European and Chinese dishes

CHANDRI BAR

Opens daily from 02.00 p.m. to 11.00 p.m.
Offers "Bar Happy Hours" with a 25% discount.

PASIRAMAN SNACK BAR

Opens daily from 12.00 noon to 08.00 p.m.
Located at Pasiraman, Swimming Pool.

CONVENTION FACILITIES

Wall to wall carpeted, fully air-conditioned and having a capacity of 100 seats with audiovisual facilities, luncheon, dinner or coffee and snack.

RESERVATION

Contact your nearest Travel Agent or direct to:

HOTEL PURI ARTHA

Jalan Cendrawasih No. 36
Phone: (0274) 563288, Fax: (0274) 562765
E-mail: puriartha@idola.net.id,
Website: www.puriartha.co.id
Yogyakarta 55281 - Indonesia

2003 ROOM RATE

VALID UNTIL OCTOBER 31, 2003
(rates subject to 21% service charge and government tax)

ROOMS

Superior Room	US\$ 40.00
Special Room	US\$ 50.00
Deluxe Room	US\$ 50.00
Suite Room	US\$ 100.00
Extra Bed	US\$ 20.00

MEALS

American Breakfast	US\$ 5.00
Continental Breakfast	US\$ 3.00
Indonesian Breakfast	US\$ 3.00

All rates quoted in US Dollar
and based on local currency at existing exchange rate.
Subject to charge without notice.

GROUPS
Negotiable

CHECK OUT TIME
12.00 noon, a 50% of the normal price will be imposed for late check-out until 06.00 p.m. and a full-charge after 06.00 p.m.

CREDIT CARDS
American Express, Dinners Club, Visa, Master, JCB.
Personal Cheques not acceptable.

- GUEST SERVICES
- Facsimile and direct dial city telephone.
 - Each room has individual terrace, refrigerator, and TV.
 - Drugstore, Souvenir Shop, and Salon.
 - Travel Agent, Postal Service, Taxi and Car Rental Service.
 - Authorized Money Changer.

BUS SHUTTLE SERVICE
Free bus shuttle service
from Adisucipto Airport - Hotel v.v.

OPEN QUESTIOANNAIRE

1. What kinds of market segmentation do you prefer ?
2. Who is your market targeting ?
3. Why do you decide to choose this target ?
4. Where is your market position ?
5. What is your market position ?
6. What is the strength of the environment that can influence the market prospect, competitor, and consumer ?
7. What kinds of opportunity can you get from the present situation and in the future ?
8. What kinds of threat can you face right now and in the future ?
9. What kinds of product do you deliver to your customer ?
10. Why do you choose these products for selling ?
11. What is your product package ?
12. Why do you choose this package ?
13. What is your segment when you deliver your price ?
14. Why do you choose that price ?
15. What do you do to fit your price ?
16. If the price is not fit to the market, what will you do ?
17. Why do you prefer to choose this place ?
18. What is the benefit of this place ?
19. What kinds of promotion do you deliver to your customer ?
20. Why do you choose these promotions ?

21. What kinds of media do you use ?
22. What is your program related to the employee to attract your customer?
23. How to deliver your service ?
24. Why do you choose those services ?
25. If the customer complaining about the service or the product, what will you do?
26. What do you prefer to your employee performance, which is related to the consumer?



File The Weight and Rating in Table 1 and Table 2

Table 1
Indicators of external Variables

1. Overall market size	: pengaruh besarnya pasar mempengaruhi, walaupun kami mempunyai pelanggan yang loyal
2. Annual market growth rate	: tergantung bagaimana kita meresponse pertumbuhan pasar tersebut
3. Competitif Intensity	: berpengaruh cukup besar karena hotel bisa mempunyai banyak pesaing terutama pada era keterbukaan ini (AFTA)
4. Technological requirement	: alat yang dipergunakan untuk meningkatkan kinerja, ini bersifat long term, sehingga kalau kita sudah mempunyai sistem yang mapan untuk pergantiannya relatif lama
5. Inflation vulnerability	: bergantung pada situasi kondisi ekonomi global dan pasar sasaran karena market kami sebagian besar foreigners
6. Consumer's purchasing power	: Sesuai dengan situasi ekonomi target market
7. Social-Politic-Legal	: Berpengaruh cukup besar dan pasar luar negeri mudah terpengaruh, terutama berkaitan dengan keamanan, dan kestabilan negara tersebut

Table 2
Indicators of Internal Variables

1. Market Shares	: karena kami mempunyai pasar yang cukup sempit (niche)
2. Share Growth	: walaupun sedikit harus selalu meningkat
3. Product Quality	: hal yang perlu diperhatikan demi pemenuhan standar kualitas keinginan konsumen, demi kepuasan konsumen
4. Brand Reputation	: berhubungan dengan image dari hotel kami, dan positioning dari hotel kami, dimana kami sudah menentukan posisinya
5. Promotion Effectiveness	: hal yang sangat perlu dilakukan supaya target market mengetahui mengenai produk kami
6. Productive Capacity	: tergantung dari permintaan (demand)
7. Unit Costs	: menyangkut efektif dan efisien dalam operasional
8. Material Supplies	: kami memelihara supplier kita
9. R & D performance	: hal ini cukup penting karena kita selalu harus inovatif membuat acara demi kepuasan konsumen
10. Managerial personel	: cukup penting karena memantau bagaimana performance sdm dan menyangkut management

THE QUESTIONNAIRE FOR PURI ARTHA HOTEL MANAGEMENT

External Strategy Factors Analysis Summary

Indicators of External Variables	Weight	Rating	Weight Score *
Overall market size	0.125	2	
Annual market growth rate	0.075	3	
Competitive intensity	0.3	1	
Technological requirement	0.05	4	
Inflation vulnerability	0.05	4	
Consumer's purchasing power	0.1	2	
Social – political – legal	0.3	1	
Total	1.00		

* Fill by researcher

Internal Strategy Factors Analysis Summary

Indicators of Internal Variables	Weight	Rating	Weight Score *
Market share	0.05	2	
Share growth	0.05	3	
Product quality	0.15	4	
Brand reputation	0.15	4	
Promotional effectiveness	0.2	2	
Productive capacity	0.1	3	
Unit costs	0.05	3	
Material supplies	0.05	3	
R & D performance	0.1	4	
Managerial personnel	0.1	3	
Total	1.00		

* Fill by researcher