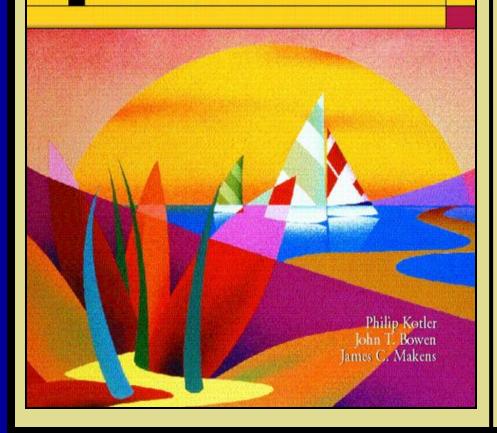
Marketing for Hospitality and Tourism



Chapter 12

Penetapan Harga Produk: Pertimbangan, Pendekatan, dan Strategi Penetapan Harga

"The real issue is value, not price."

-Robert T. Lindgren



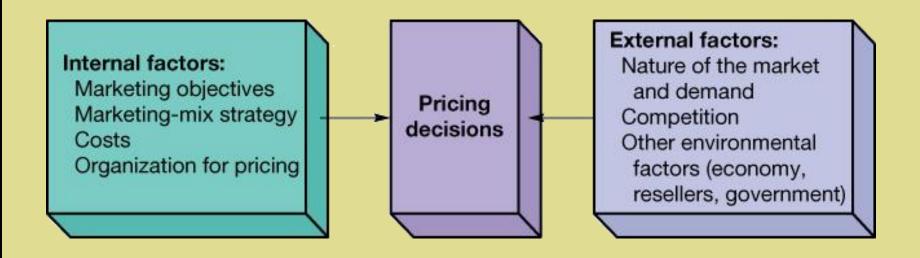
Price

 Price adalah sejumlah uang yang dikenakan atas barang atau jasa.

Elemen marketing mix element yang menghasilkan revenue

 Harga terlalu tinggi membuat pelangggan potensial lari, harga terlalu rendah memotong revenue.

Faktor yang Dipertimbangkan dalam Menetapkan Harga



Internal Factors

- Marketing Objectives
 - -Survival
 - Current Profit Maximization
 - Market-Share Leadership
 - Brand Equity Growth
 - Product-Quality Leadership

Internal Factors

Marketing Mix Strategy

- Costs
 - -Fixed vs. Variable Costs

Organizational Considerations

External Factors Affecting Pricing Decisions

Market and Demand

Cross Selling and Upselling

Consumer Perceptions of Price and Value

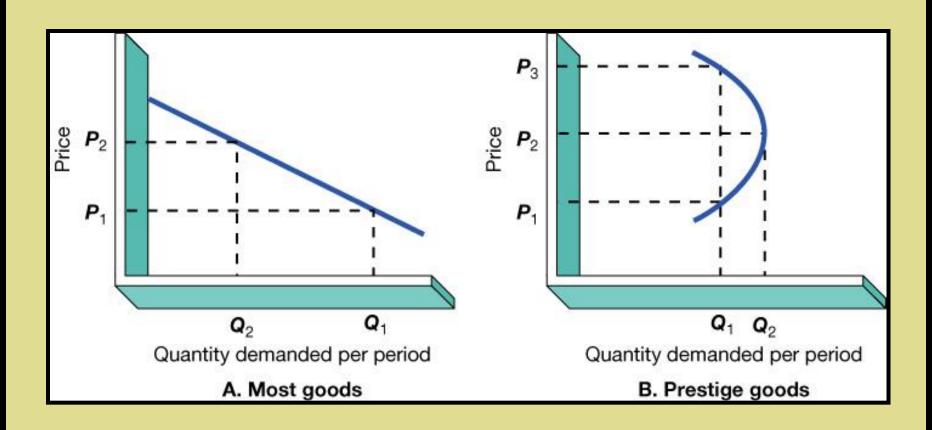
External Factors Affecting Pricing Decisions

 Analyzing the Price – Demand Relationship

Price Elasticity of Demand

Factors Affecting Price Sensitivity

Price Elasticity of Demand

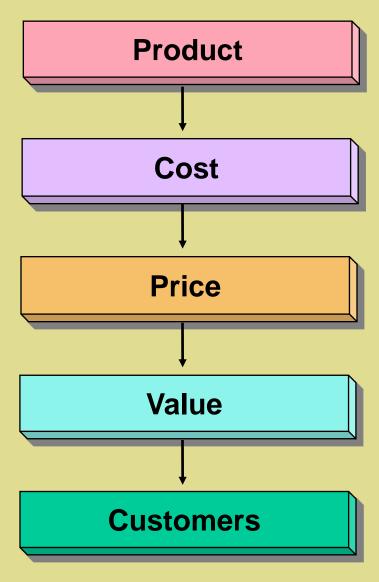


General Pricing Approaches

- Cost-Based Pricing
- Break-Even Analysis and Target Profit Pricing
- Value-Based Pricing

Competition-Based Pricing

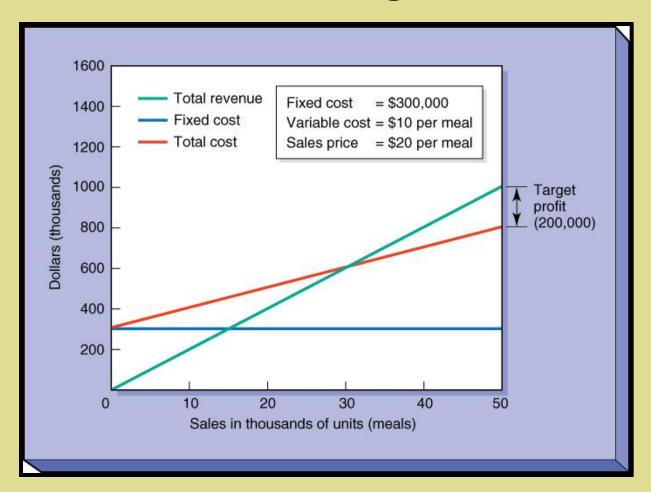
Cost Based Pricing



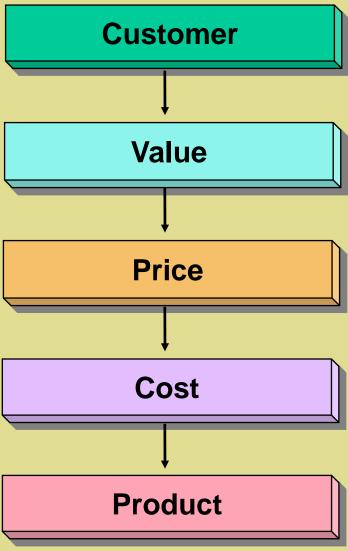
Break-even

- BE= Fixed Costs/Contribution (SP-VC)
- Example Meal SP = \$20, VC = \$8
- Fixed costs are \$2400 a day
- BE=\$2400/\$12 = 200
- Need to sell 200 meals @ \$20 to break-even
- VC = 40%, contribution = 60%
- BE = \$2400/.6 = \$4000

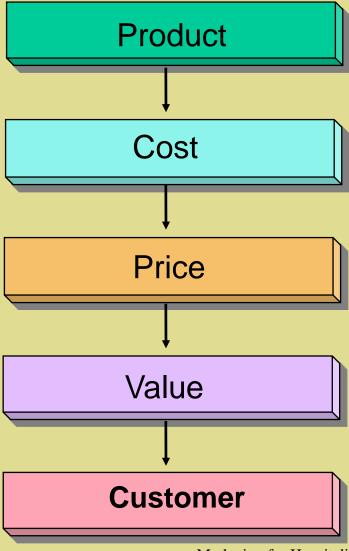
Break-even Analysis or Target Profit Pricing



Value-based Pricing



Competition-Based Pricing



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Pricing Strategies

New-Product Pricing Strategies

Existing-Product Pricing Strategies

Psychological Pricing

Promotional Pricing

New-Product Pricing Strategies

Prestige Pricing

Market-Skimming Pricing

Market-Penetration Pricing

Setting Initial Product Prices

Market Skimming

- > Menetapkan harga tinggi utk produk baru utk mendapatkan revenu yg maksimum dari target pasar.
- > Hasilnya: kuantitas sedikit tapi penjualan lebih menguntungkan
- Popular night club charges a high cover charge

Market Penetration

- Menteapkan harga rendah utk produk baru utk menarik pasar yang banyak.
- > Hasilnya: market share yann besar.
- > New Marriott

Existing-Product Pricing Strategies

- Product-Bundle Pricing
- Price-Adjustment Strategies
 - Volume Discounts
 - Discounts Based on Time of Purchase
 - Discriminatory Pricing
 - Yield Management
- Non-Use of Yield Management
- Last-Minute Pricing

Product-Bundling Pricing

- Transfer surplus reservation price (the maximum price a customer will pay for a product)
 - Pelanggan A akan membayar 50 ribu utk tiket masuk Dufan dan 120 ribu utk hotel. Pelanggan B akan membayar 75 ribu utk tiket masuk Dufan dan 90 ribu utk hotel. Sebuah hotel menjual paket dua malam termasuk tiket masuk dufan seharga 280 ribu rupiah.
- Price-bundling mengurangi price competition membuat sulit utk mengetahui harga dari tiap komponen.
 - In an airline and hotel package it is difficult to determine the price of the room

Psychological Pricing

Price-quality relationship

Reference prices

Rounding

Length of the field

Promotional Pricing

 Harga sementara dari suatu produk dibawah harga normal dan kadangkala dibawah biaya.

-Value Pricing

-Price Sensitivity Measurement

Price Sensitivity Measurement

- Price Sensitivity Measurement (PSM)
 membantu menyeimbangkan antara harga
 dengan produk atau jasa berdasarkan
 presepsi value dari konsumen.
 - The product or service to be cheap?
 - The product or service to be expensive?
 - The product or service to be too expensive, so expensive that you will not consider buying it?
 - The product or service to be too cheap, so cheap that you would question the quality?

Other Pricing Considerations

- Price Spread Effect
 - "The highest price menu item should not be more the 2.5 times the price of the lowest"

Price Points

Initiating Price Cuts

Excess capacity

Dominate market

Increase market share

Initiating Price Increases

Increase profits

Cost inflation

Excess demand

Reactions to Prices Changes

Buyer's reaction

Competitor's reaction

Trade Ally's reaction

Responding to Price Changes

- Why did competitor change price?
 - To gain market share? Use excess capacity?
- Where is my product in its life cycle?

What is its importance in the company's product mix?

Best Practices

- Boston Market
- Royal Caribbean Cruises revenue management department
- La Colombe D'Or cross-selling strategies