

FOURTH EDITION

Marketing *for* Hospitality *and* Tourism

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Chapter 12

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

“The real issue is value, not price.”

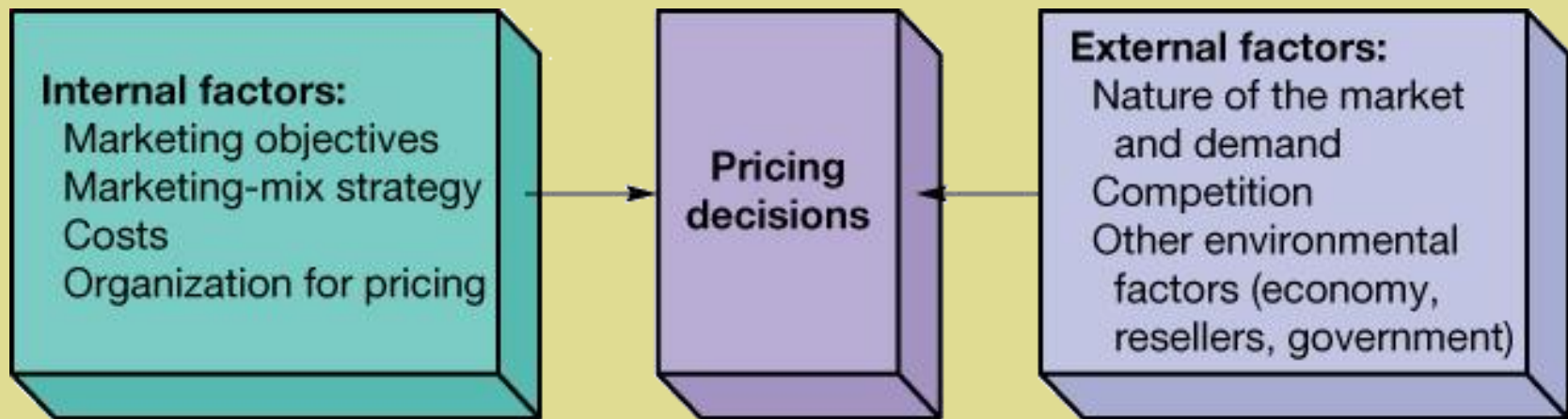
-Robert T. Lindgren



Price

- **Price** adalah sejumlah uang yang dikenakan atas barang atau jasa.
- Elemen marketing mix element yang menghasilkan revenue
- Harga terlalu tinggi membuat pelanggan 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

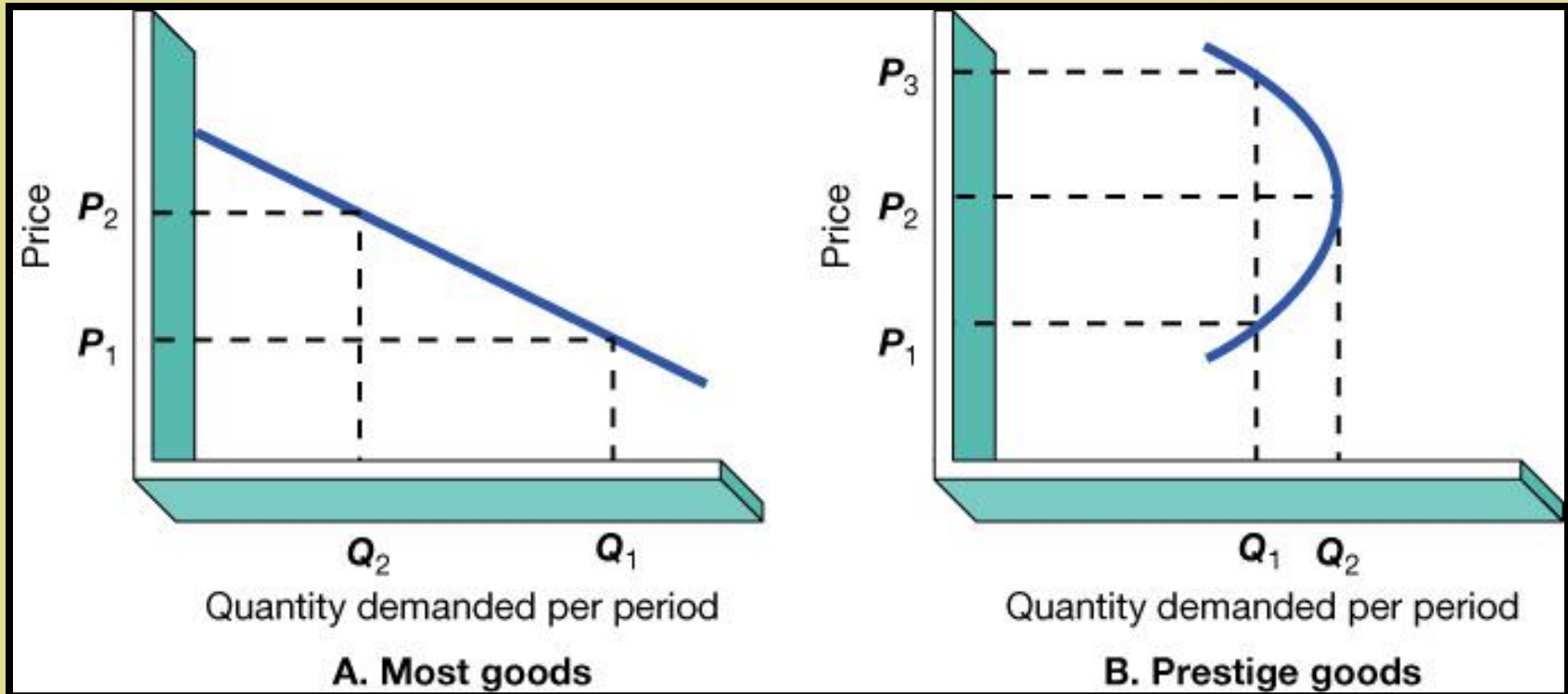
External Factors Affecting Pricing Decisions

- 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

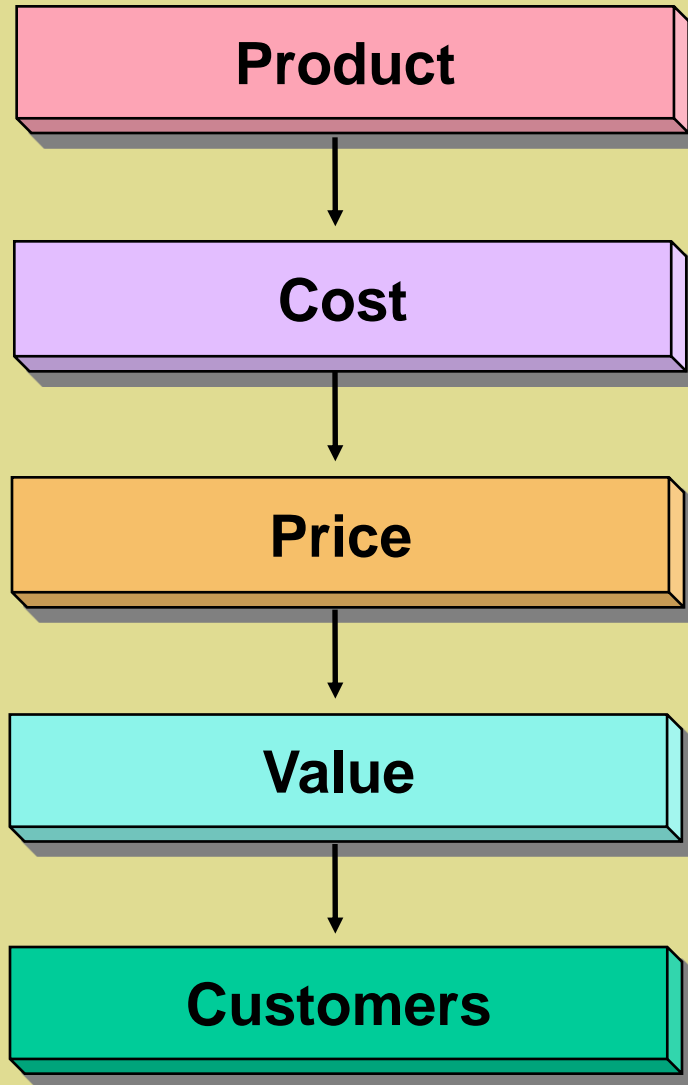
Price Elasticity of Demand



General Pricing Approaches

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

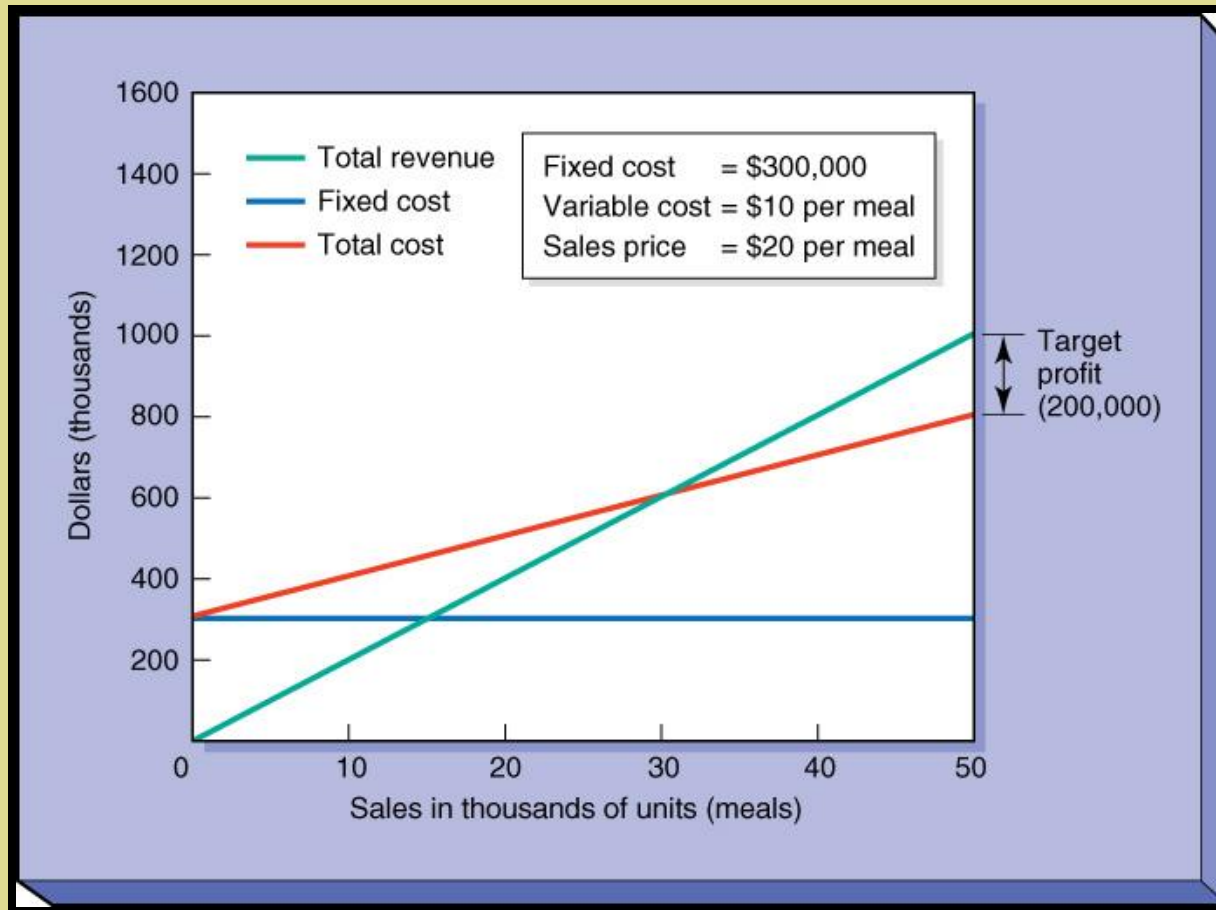
Cost Based Pricing



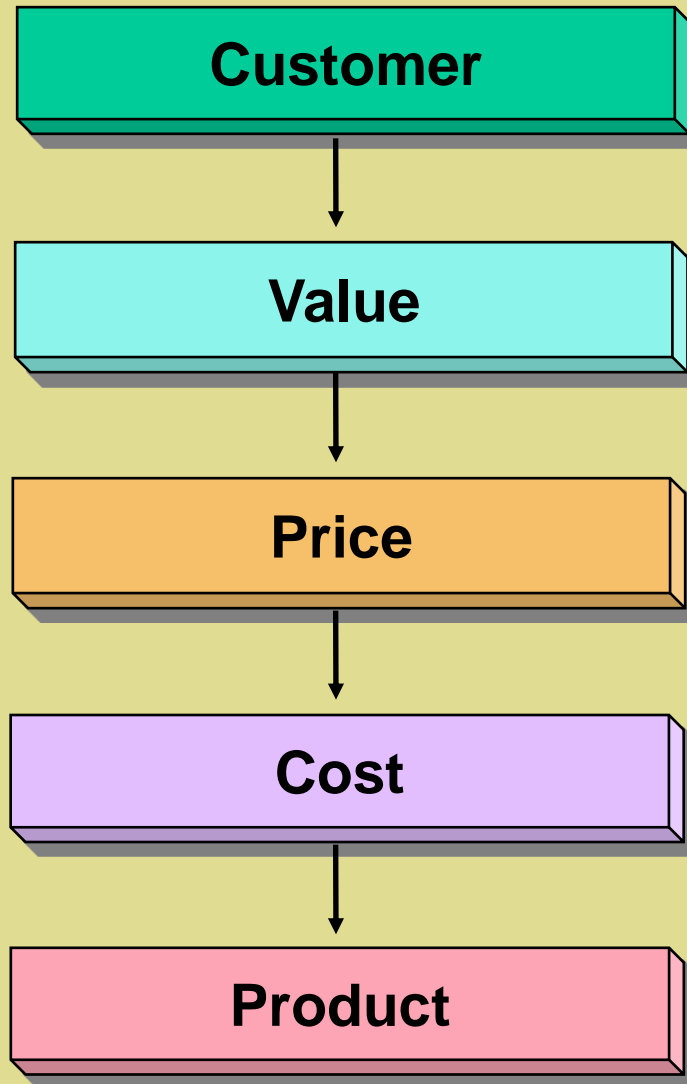
Break-even

- $BE = \text{Fixed Costs} / \text{Contribution (SP-VC)}$
- 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

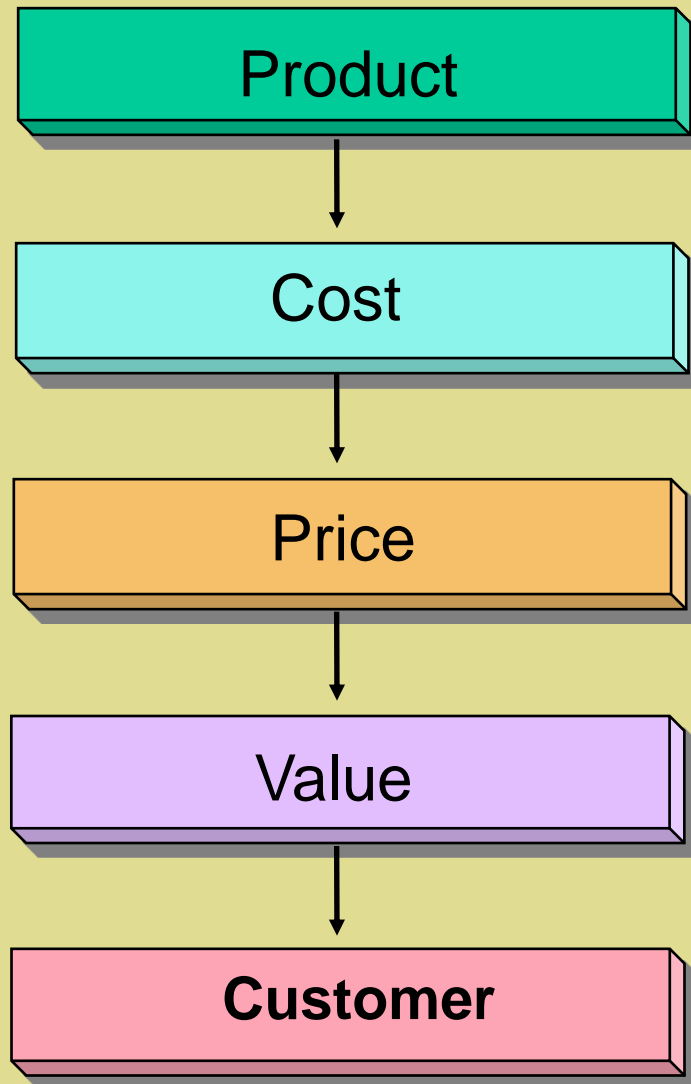
Break-even Analysis or Target Profit Pricing



Value-based Pricing



Competition-Based Pricing



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

- > Menetapkan harga rendah utk produk baru utk menarik pasar yang banyak.
- > Hasilnya: market share yang 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 persepsi 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