

RINGKASAN

Penelitian ini merupakan penelitian yang dilakukan dengan mendistribusikan kuesioner kepada pihak manajemen hotel di Kecamatan Baturraden. Penelitian ini mengambil judul: “Faktor-Faktor yang Mempengaruhi Kinerja Bisnis Hotel di Kecamatan Baturraden Setelah Menghadapi Dampak *COVID-19*”.

Tujuan penelitian ini adalah untuk menganalisis pengaruh positif *human capital*, *structural capital*, *relational capital*, dan *pricing capability* terhadap kinerja bisnis hotel-hotel di Kecamatan Baturraden.

Populasi dalam penelitian ini adalah seluruh hotel di Kecamatan Baturraden, Kabupaten Banyumas yaitu sebanyak 113 hotel. *Purposive sampling method* digunakan dalam penentuan sampel sehingga ditentukan jumlah sampel sebanyak 72. Responden dalam penelitian ini adalah sebanyak 53.

Berdasarkan hasil penelitian dan analisis data menggunakan regresi linear berganda menunjukkan bahwa: (1) *human capital* berpengaruh positif dan signifikan pada kinerja bisnis, (2) *structural capital* tidak berpengaruh pada kinerja bisnis, (3) *relational capital* berpengaruh positif dan signifikan pada kinerja bisnis, (4) *pricing capability* tidak berpengaruh pada kinerja bisnis.

Implikasi dari penelitian ini yaitu dalam upaya meningkatkan kinerja bisnis hotel, pihak manajemen sebaiknya melakukan beberapa langkah berikut: (1) meningkatkan dan menjaga kualitas sumber daya yang dimilikinya, dari sisi internal dapat dilakukan dengan melaksanakan program edukasi/pelatihan bagi pegawai, menyusun prosedur kerja yang jelas dan mendukung perkembangan para pegawai, serta memperhatikan kepuasan kerja pegawai, sedangkan dari sisi eksternal dapat dilakukan dengan menjalin dan memperbaiki hubungan dengan pihak-pihak eksternal seperti biro perjalanan, restoran dan *platform* penyedia jasa penginapan, (2) mengevaluasi kinerja bisnis hotel secara rutin agar dapat mengatasi hambatan yang ada dan meminimalisir potensi kebangkrutan.

Kata Kunci: Human Capital, Structural Capital, Relational Capital, Pricing Capability, Kinerja Bisnis

SUMMARY

This research is a research conducted by distributing questionnaires to hotel management in Baturraden District. This research takes the title: "Factors Influencing the Performance of Business Hotels in Baturraden District After Facing the Impact of COVID-19".

The purpose of this study was to analyze the positive influence of human capital, structural capital, relational capital, and pricing capability on the business performance of hotels in Baturraden District.

The population in this study were all hotels in Baturraden District, Banyumas Regency, namely 113 hotels. Purposive sampling method was used in sampling so that the number of samples was determined as much as 72. Respondents in this study were 53.

Based on the results of research and data analysis using multiple linear regression shows that: (1) human capital has a positive and significant effect on business performance, (2) structural capital has no effect on business performance, (3) relational capital has a positive and significant effect on business performance, (4) pricing capability has no effect on business performance.

The implication of the this research is that in an effort to improve the performance of the hotel business, the management should take the following steps: (1) improve and maintain the quality of the resources they have, internally this can be done by implementing educational programs / training for employees, developing clear work procedures and supporting the development of employees, as well as paying attention to employee's job satisfaction, while from the external side this can be done by establishing and improving relationships with parties such as external travel agencies, restaurant and lodging service provider platforms, (2) evaluate the performance of the hotel business on a regular basis in order to overcome existing obstacles and minimize the potential for bankruptcy.

Keywords: Human Capital, Structural Capital, Relational Capital, Pricing Capability, Business Performance