

ABSTRACT

PERFORMANCE ANALYSIS OF SAHID HOTEL BANDAR LAMPUNG

By

FLORENTINA PASARIBU

Sahid Hotel is a three-star hotel in Bandar Lampung, which have long stood in the middle of the rapid development of the hospitality industry. To still be able to survive by maintaining standards of hotel services, managers need to conduct performance analysis to be aware of the situation and progress has been achieved in order to maintain or improve their business performance.

This study aims to determine the performance of the Hotel Sahid Bandar Lampung. Technical analysis is used to assess the performance of the Hotel Sahid Bandar Lampung is a financial ratio analysis, comparative analysis with the hotel facilities and services that is similar Bukit Randu Hotel, Grand Anugrah Hotel, Marcopolo Hotel, and Amalia Hotel.

The results showed that the financial performance Sahid Hotel Bandar Lampung is not good. In terms of facilities offered good but does not match the one on the field.

Key word: performance, financial ratio