

ABSTRAK**ANALISIS BIAYA TRANSAKSI PADA INDUSTRI HOTEL
(Studi Pada Industri Hotel di Kota Tomohon, Provinsi Sulawesi Utara)**

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Biaya transaksi merupakan bagian dari kajian ilmu ekonomi kelembagaan yang muncul pada berbagai aktivitas transaksi ekonomi, termasuk salah satunya pada aktivitas bisnis industri hotel. Kedinamisan kondisi, keterbatasan, serta kecenderungan manusia untuk membuat kesalahan mendorong eksistensi biaya transaksi yang mendorong inefektivitas dan inefisiensi lembaga. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis biaya transaksi dan komponen-komponennya, serta faktor-faktor yang mempengaruhi keberhasilan operasional industri hotel.

Penelitian dilakukan pada 4 industri hotel di Kota Tomohon dengan menggunakan metode penelitian analisis deskriptif kualitatif. Data diperoleh dari hasil wawancara langsung dengan narasumber terpilih, yaitu pemilik dan manajer industri hotel. Analisis data penelitian melewati sejumlah tahap berikut: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan.

Berdasarkan hasil analisis data, penulis menemukan bahwa terdapat 3 jenis biaya transaksi pada industri hotel di Kota Tomohon, yaitu biaya transaksi pasar, biaya transaksi manajerial, dan biaya transaksi politik. Pada masing-masing jenis biaya transaksi tersebut, terdapat sejumlah komponen-komponen yang membentuk biaya transaksi, yaitu biaya administrasi, biaya layanan konsultasi teknis, biaya jaminan dan asuransi, biaya kelayakan bisnis, biaya fasilitas, biaya makan dan minum, biaya transportasi, biaya iklan dan promosi, biaya pihak ketiga, biaya negosiasi, biaya pemantauan dan pengawasan, biaya pengajuan kasus, dan biaya hukum. Penulis juga menemukan bahwa terdapat sejumlah faktor yang mempengaruhi keberhasilan operasional industri hotel di Kota Tomohon dan terdiri dari faktor pendukung dan faktor penghambat. Adapun faktor pendukung terdiri dari faktor keunggulan industri hotel (pelayanan hotel, fasilitas hotel, penentuan target pasar, serta penempatan bangunan hotel) dan faktor peluang bisnis (perkembangan destinasi wisata, *Tomohon International Flower Festival*, dan penemuan lokasi strategis untuk bisnis hotel). Sementara itu, faktor penghambat terdiri dari faktor kelemahan industri hotel (aspek manajerial, pelayanan hotel, dan fasilitas yang kurang mendukung), ancaman akan persaingan bisnis dan kriminalitas yang terjadi di dalam hotel. Hasil penelitian ini diharapkan dapat memberikan pengetahuan, pemahaman, serta kebijakan bagi industri hotel dalam mengelola biaya, khususnya biaya transaksi, agar dapat menciptakan industri bisnis yang berjalan dengan efektif dan efisien.

Kata kunci: biaya transaksi, industri hotel, komponen biaya transaksi, determinan biaya transaksi, keberhasilan operasional

ABSTRACT**TRANSACTION COST ANALYSIS IN THE HOTEL INDUSTRY
(Study on the Hotel Industry in Tomohon City, North Sulawesi Province)**

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Transaction cost is a part of the study of institutional economics that appears in various economic transaction activities, including in the hotel industry business activities. The human dynamics of conditions, limitations, and the tendency to make mistakes drive the existence of transaction costs that lead to organizational ineffectiveness and inefficiency. This study aims to identify the types of transaction costs and their components, as well as the factors that influence the operational success of the hotel industry.

The research is conducted on 4 hotel industries in Tomohon City using qualitative descriptive analysis research methods. The data is obtained from direct interviews with selected informants, namely the owners and managers of the hotel industry. Analysis of the data follows some stages: data collection, data reduction, data presentation, and drawing conclusions.

Based on the results of data analysis, the author finds that there are 3 types of transaction costs in the hotel industry in Tomohon City, namely market transaction costs, managerial transaction costs, and political transaction costs. In each of these types of transaction costs, there are a number of components that make up transaction costs, namely administrative fees, technical consulting service fees, guarantee and insurance fees, business feasibility fees, facility fees, food and drink costs, transportation costs, advertising and promotion costs, third-party fees, negotiation fees, monitoring and supervision fees, case filing fees, and legal fees. The author also finds that there are a number of factors that influence the success of the hotel industry operations in Tomohon City. They consist of supporting factors and inhibiting factors. The supporting factors consist of the advantages of the hotel industry factors (hotel services, hotel facilities, the determination of target market and the placement of hotel buildings) and business opportunities factors (development of tourist destinations, Tomohon International Flower Festival, and finding strategic locations for the hotel business). Meanwhile, the inhibiting factors consist of the weakness of the hotel industry factors (managerial aspects, hotel services, and facilities that are less supportive), the threat of business competition and crime that occurs in the hotel. The results of this study are expected to provide knowledge, understanding, and policies for the hotel industry in managing costs, especially transaction costs, in order to create a business industry that runs effectively and efficiently.

Keywords: transaction costs, hotel industry, components of transaction costs, determinants of transaction costs, operational success