

## Generate values advantage of budget hotel to survive within the hotel market competition: case study ABC hotel

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Abstrak

**ABSTRACT**

ABC Hotel has existed as budget hotel for approximately 20 years, upheaval of tight competition in the budget hotels affect to ABC Hotel in the future. Today, ABC hotel is facing a lot of challenges to survive in the competition. Navigate the company to create more customer values is a road to competitiveness to survive within the industry. ABC Hotel can create more portfolios of competitive action conforms of its competitor to gather brand equity and loyalty. Those portfolio actions mixed with strategy pursuing value innovation. Value innovation can be reach by identifying guests? needs with new superior value for mass buyers and affordable price