

ABSTRACT

Firsan Nova, NIM: 2001-01-081, *Analysis of Promotion Cost Influences to revenue of Jakarta Convention Center and Customer satisfaction level at Jakarta Convention Center*, under supervision of John E.H.J. FoEh

Research objectives is to perceive; occupancy rate at *Jakarta Convention Center* on basis of events, promotion cost at *Jakarta Convention Center*, influences of promotion cost to revenue of *Jakarta Convention Center* and customer satisfaction level at *Jakarta Convention Center*.

Research Method; statistic analysis non-parametric Kruskal-Wallis H Test, Simple Regression, and descriptive analysis with Kartesius Diagram.

Result of research indicates; there are significant differences at the progress of occupancy rate at JCC ($H_{\text{measurement}} (34,20) > H_{\text{table}} (23,209)$), and there are no significant differences at the progress of promotion cost ($H_{\text{measurement}} (3,71) < H_{\text{table}} (5,591)$). Simple regression analysis indicates that promotion cost contribute 28,7% to revenue of Jakarta Convention Center. The result of questioners showed that there is no exhibitors felt very satisfied, 6% felt satisfied, 26% average, 46% unsatisfied and 22% very unsatisfied.