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BUSINESS STRATEGY INSIGHTS FROM HER HAVEN: A FEMALE-FOCUSED GUEST HOUSE IN JAKARTA

Richard Wilson, Kevin Gustian Yulius*

Universitas Pelita Harapan; Tangerang, Indonesia

Email: kevin.yulius@uph.edu*

*Corresponding Author

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Abstract

The increasing demand for safe and exclusive accommodations among female travellers highlights a significant gap in the hospitality industry, particularly in urban centers like Jakarta. Her Haven Guest House aims to address this need by offering women-only lodging that prioritizes safety, comfort, and personalized experiences. This study analyses the marketing strategies required to establish Her Haven Guest House as a leading provider in this niche market. The research employs a mixed-methods approach, combining surveys, observations, and secondary data analysis to assess consumer preferences and market dynamics. Primary data was gathered through an online survey of 165 women aged 21-54 in the Greater Jakarta area, revealing a strong preference for women-only accommodations. The study applies the 8Ps marketing mix framework—Product, Price, Place, Promotion, People, Packaging, Programming, and Partnerships—to develop actionable strategies for the guest house. Additionally, a SWOT analysis identifies key strengths, weaknesses, opportunities, and threats, guiding strategic recommendations. The findings indicate that Her Haven Guest House can leverage its unique concept and strategic location to attract female travellers seeking security and exclusivity. The results highlight the importance of digital marketing, loyalty programs, and themed events in building brand awareness and customer loyalty. Furthermore, the study provides insights into managerial strategies to enhance service quality and policy recommendations for government support in promoting inclusive tourism. By addressing the specific needs of female travellers, Her Haven Guest House has the potential to contribute to the broader landscape of sustainable and inclusive hospitality.

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Introduction

Tourism is a pivotal driver of global economic development (K. X. Li et al., 2018; Simorangkir et al., 2024), offering substantial benefits to both local communities (Alamineh et al., 2023) and international markets (Wang & Tziamalis, 2023). Within this expansive sector, the accommodation industry plays an indispensable role by providing essential lodging services for travellers (Emara et al., 2023). In recent years, shifts in consumer preferences, particularly the growing demand for secure and tailored

accommodations, have propelled significant innovation in the hospitality landscape (Chauhan et al., 2018; Giannoukou, 2024; Macak et al., 2020; Seyfi et al., 2024). This evolution is especially evident in the focus on niche markets such as solo female travellers, which not only address specific consumer needs but also offer new opportunities for competitive differentiation within the industry (Ghai & Chowdhri, 2022; Zhang et al., 2024; Zhou et al., 2024).

The accommodation sector has undergone substantial transformations, driven by advancements in technology and evolving consumer expectations (Giannoukou, 2024). In Indonesia, the industry has shown remarkable resilience and adaptability, particularly in the aftermath of the COVID-19 pandemic (Japutra & Situmorang, 2021). By 2022, over 29.742 accommodation establishments were operational, reflecting both recovery and expansion of 7,7% from previous year (Pusat Data dan Sistem Informasi Kememparekraf, 2023). However, a critical gap persists in the market: the lack of specialized lodging options exclusively designed for women (Ghai & Chowdhri, 2022; Kusumarini et al., 2024).

Female travellers, especially those journeying solo, face distinct challenges that are often inadequately addressed by traditional hospitality models (Zhang et al., 2024). Research highlights significant safety concerns, including gender-based violence (Hamdy & Hudri, 2022) and insecurity during night time travel (Mapjabil et al., 2021), as key deterrents for women. Jakarta, Indonesia's bustling capital, ranks poorly in global safety indices, compounding these risks (Harumain et al., 2024; Prabawati et al., 2022; Pulse Lab & UN Women, 2019). In this context, female travelers increasingly prioritize safety, comfort, and exclusivity when making accommodation choices (Hao & Har, 2014; Patwal et al., 2023; Yozukmaz, 2024). This growing demand underscores the urgency of creating lodging options that specifically cater to these priorities.

Women-only guest houses emerge as a strategic response to these pressing challenges. These establishments, designed to provide exclusive services and amenities for female travellers, aim to fill a critical void in the hospitality market while redefining conventional accommodation norms (M. Joshi, 2021). Her Haven Guest House, a conceptualized women-only lodging in Jakarta, aspires to create a secure and welcoming environment for female travellers. By emphasizing inclusivity, exceptional service quality, and safety, Her Haven Guest House seeks to establish itself as a benchmark in women-centric hospitality. Furthermore, this innovative approach sets a precedent for other industry players to explore similar demographic-focused models.

Consumer behaviour research consistently underscores the importance of factors such as hygienic environments, robust security measures, and attentive service in shaping female travellers' preferences (Hao & Har, 2014; Zhang et al., 2024; Zhou et al., 2024). These considerations are especially pronounced among solo female travellers, who often seek accommodations fostering a sense of safety, comfort, and community. Her Haven Guest House is designed to address these needs by incorporating modern amenities, strategic location advantages, and aesthetic designs tailored to women's expectations. Additionally, its commitment to personalized guest experiences aims to further enhance customer satisfaction and loyalty.

Launching a women-only guest house in Jakarta presents multifaceted challenges, including navigating competitive pressures and achieving clear differentiation in a crowded hospitality landscape. While indirect competitors such as budget hotels and mixed-gender guest houses dominate the market, Her Haven Guest House aims to stand out through its unique value proposition: an unwavering commitment to safety, exclusivity, and exceptional service for female guests. This differentiation is further bolstered by targeted marketing initiatives, strategic partnerships, and innovative service offerings designed to enhance brand identity and market presence.

This study conducts a comprehensive marketing analysis of Her Haven Guest House, focusing on the strategies required to attract and retain its target audience. Utilizing robust analytical frameworks, including Marketing Mix and SWOT analysis (Morrison, 2022; Panteleiev, 2023; Sobel, 2023), the research identifies actionable strategies to position the guest house as a premier accommodation choice for female travellers in Jakarta. These strategies are grounded in a nuanced understanding of market dynamics, consumer preferences, and the competitive environment, ensuring their practical applicability.

The objectives of this research are threefold: to evaluate the market demand for women-only accommodations, analyse the competitive landscape, and develop targeted marketing strategies for Her Haven Guest House. This study not only contributes to advancing knowledge in inclusive tourism but also offers practical insights into the strategic implementation of women-centric hospitality solutions.

Methods

This study employs a mixed-methods approach to analyze the marketing strategies and viability of *Her Haven Guest House*. By combining qualitative and quantitative data collection methods, the research ensures a comprehensive understanding of the market dynamics and consumer preferences (Harrison & Reilly, 2011) that shape demand for women-only accommodations. The methodology is structured around primary data collection through surveys and observations (Cuka et al., 2015; Hullah et al., 2018; Jamshed, 2014), complemented by secondary data analysis derived from industry reports and academic literature (Unachukwu et al., 2018).

Primary data was gathered through an online survey targeting women aged 21-54, primarily located in Jakarta and its surrounding areas (Bogor, Depok, Tangerang, and Bekasi). The survey utilized a structured questionnaire designed to capture preferences, behaviors, and perceptions regarding women-only accommodations. The instrument included Likert-scale questions (Joshi et al., 2015) to measure the importance of factors such as safety, amenities, pricing, and location in choosing accommodations. A total of 165 responses were collected, ensuring a robust sample size for statistical analysis.

In addition to surveys, observational research was conducted to evaluate potential competitors and the market environment (Ayalasomayajula & Sawadkar, 2018) surrounding the proposed location of *Her Haven Guest House*. Field visits focused on identifying strengths and weaknesses of existing accommodations, assessing consumer traffic patterns, and analyzing the competitive landscape (Kakooza et al., 2023; Mahmud & Habib, 2024). These observations provided critical insights into market positioning and potential differentiators (Cikal, 2024) for the guest house.

Secondary data analysis involved reviewing government reports, tourism statistics, and academic studies on female traveler preferences and the hospitality industry. Sources included publications from Indonesia's Ministry of Tourism and Creative Economy, market research firms, and peer-reviewed journals. This data supported the primary research findings and provided a broader insight for evaluating the feasibility of the proposed business in context of marketing.

The analytical framework for this study integrates Marketing Mix (8P's) and SWOT analysis (Waehama, 2022; Ziadie et al., 2023). The Marketing Mix framework evaluates key elements which are product, price, place, promotion, people, packaging, programming and partnerships to develop actionable strategies for *Her Haven Guest House*. SWOT analysis, on the other hand, identifies the strengths, weaknesses, opportunities, and threats that influence the business's potential success.

Results & Discussion

Results

The findings from the study provide comprehensive insights into the potential market, consumer preferences, and the Marketing Mix strategies essential for the successful launch of *Her Haven Guest House*. The demand analysis shows a significant target market of approximately 4.95 million women aged 21-54 residing in the Greater Jakarta area. This demographic represents a substantial customer base with a high potential for frequent travel and accommodation needs. The survey conducted among 165 respondents revealed that 88.5% of participants expressed a preference for women-only accommodations, highlighting the importance of safety, privacy, and comfort for female travelers.

The profiling of respondents indicates that the majority are in their productive age, with 63% aged between 21-30 years. These respondents are predominantly from Jakarta and Tangerang, areas known for their high mobility and urban lifestyle. The behavioral analysis shows that 52.7% of respondents prefer staying at four- or five-star hotels when traveling alone, suggesting that *Her Haven Guest House* must offer premium services and amenities to attract this segment (Keshavarz et al., 2019). Furthermore, the willingness to pay for exclusivity and safety reinforces the viability of the guest house concept.

The study also explored the 8Ps of Marketing Mix to assess *Her Haven Guest House*'s product offerings, pricing strategies, distribution channels, promotional activities, people management, packaging, programming and partnerships:

1. **Product:** *Her Haven Guest House* offers a variety of room types tailored to meet the diverse needs of female travelers. The room options include standard, deluxe, double, and penthouse rooms, each designed to provide a balance of comfort, style, and safety. The guest house also features specialized packages such as the *Girlfriend Getaway* and *Mommy and Daughter* packages, which cater to different travel purposes, from leisure to family bonding.
2. **Price:** The pricing strategy for *Her Haven Guest House* is value-based, meaning the rates are set according to the perceived value of the services and amenities offered (Tremblay et al., 2024). This approach ensures that customers feel they are receiving good value for their money (Trebecka et al., 2023), especially considering the exclusivity and safety provided. The room rates range from IDR 650,000 to IDR 3,600,000 per night, depending on the room type and package chosen. house.

3. **Place:** The guest house is strategically located in Central Jakarta, one of the busiest and most accessible areas in the city. This location offers proximity to business districts, shopping centers, and tourist attractions, making it convenient for both local and international travelers. The central location also ensures easy access to public transportation and essential services, further enhancing its appeal. Reservations can be made directly through the guest house's website or via online travel agents (OTAs), ensuring a seamless booking process for potential guests.
4. **Promotion:** The promotional strategy for *Her Haven Guest House* focuses heavily on digital marketing, particularly through social media platforms such as Instagram, TikTok, and Facebook. These platforms are popular among the target demographic, making them effective channels for building brand awareness and engagement.
5. **People:** The staff at *Her Haven Guest House* primarily consists of women, ensuring that guests feel comfortable and secure during their stay. The emphasis on female staff also aligns with the guest house's mission to create a women-friendly environment. Staff members undergo extensive training in professionalism, hospitality, and local area knowledge to provide personalized and high-quality service (Yulius et al., 2019). The guest house prioritizes creating a welcoming atmosphere where guests feel valued and cared for (Sofiani et al., 2024).
6. **Packaging:** Packaging involves bundling services and creating unique experiences to enhance the overall value proposition. *Her Haven Guest House* offers various packages that cater to different customer needs and preferences. The *Girlfriend Getaway* package is designed for groups of friends and includes accommodations for up to eight guests along with meals and beverages. The *Mommy and Daughter* package provides a deluxe room and includes a Grab voucher worth IDR 30,000 to facilitate local travel.
7. **Programming:** Programming at *Her Haven Guest House* focuses on creating memorable experiences through themed events and celebrations. The guest house decorates its interior to match major religious holidays, such as Eid, Christmas, and Vesak, creating a festive atmosphere that resonates with guests. Additionally, the guest house celebrates unique occasions like Barbie Day by incorporating themed decorations and pink-colored towels in guest rooms. *Her Haven Guest House* also recognizes important women-focused holidays, such as International Women's Day, Mother's Day, and Breast Cancer Awareness Month, by having staff wear commemorative pins on their uniforms.
8. **Partnerships:** Partnerships are an essential component of the marketing strategy for *Her Haven Guest House*. The guest house collaborates with OTAs to increase its online presence and reach a wider audience. Partnerships with banks and lifestyle brands provide additional value to guests through exclusive promotions and discounts. These collaborations also help enhance the guest house's brand image and credibility. Below is the SWOT Matrix for Her Heaven Guest House developed from Marketing Mix analysis:

Table 1. SWOT Matrix for Her Haven Guest House

Strengths	Weaknesses
<ul style="list-style-type: none"> – Unique women-only concept, addressing a niche market need – Strategic location in Central Jakarta, providing accessibility and convenience – High demand for safety-focused accommodations among female travelers – Personalized services and curated packages that enhance guest experience – Use of digital marketing and social media to reach target audiences effectively – Focus on security and safety measures, such as smart locks and female-only staff – Commitment to eco-friendly practices, aligning with sustainability trends 	<ul style="list-style-type: none"> – Brand awareness challenges, as the concept is new to the market – High initial investment required for setup and marketing – Limited operational experience in managing women-only accommodations – Potentially higher operational costs due to specialized staff and security measures – Reliance on digital channels, which may alienate less tech-savvy customers – Possible difficulty in maintaining service consistency across different guest profiles
Opportunities	Threats
<ul style="list-style-type: none"> – Increasing demand for safe and exclusive accommodations among women – Growing awareness of gender-specific travel needs – Potential for partnerships with women-centric brands and organizations – Expansion into other cities with similar demographic profiles – Rising popularity of social media marketing, allowing cost-effective promotion – Opportunity to create a community-based loyalty program for repeat guests – Trends toward sustainable and ethical tourism practices 	<ul style="list-style-type: none"> – Economic fluctuations impacting consumer spending on travel – Indirect competition from budget hotels, serviced apartments, and mixed-gender guest houses – High customer expectations for personalized service – Price competition from other accommodations offering lower rates – Regulatory challenges in operating women-only businesses – Changes in travel trends or preferences that could impact demand

Discussion

The SWOT analysis reveals four key strategies for *Her Haven Guest House* to leverage its strengths, mitigate weaknesses, seize opportunities, and address threats:

1. S-O Strategy (Strengths-Opportunities): This strategy focuses on maximizing strengths to capitalize on market opportunities. *Her Haven Guest House* can exploit its unique women-only concept to attract a growing segment of female travelers seeking secure accommodations with a strategic location. By promoting its safety-focused services and exclusive packages through social media and partnerships with women-centric brands, the guest house can strengthen its market presence and brand recognition.
2. W-O Strategy (Weaknesses-Opportunities): To overcome brand awareness challenges and limited operational experience, *Her Haven Guest House* should focus on increasing visibility through digital marketing campaigns and influencer

collaborations. Offering loyalty programs and themed events can also enhance customer retention and brand loyalty. Partnerships with established businesses can help address operational gaps and provide additional resources to improve service quality.

3. S-T Strategy (Strengths-Threats): To mitigate external threats such as economic fluctuations and competition from budget hotels, *Her Haven Guest House* must maintain high service standards and continually innovate its offerings. Personalized packages, such as the *Mommy and Daughter* and *Girlfriend Getaway* packages, can differentiate the guest house from competitors. Additionally, focusing on eco-friendly practices and community engagement can further enhance the brand's appeal and resilience.
4. W-T Strategy (Weaknesses-Threats): To address weaknesses and external threats, *Her Haven Guest House* should implement cost-effective strategies such as introductory discounts and promotional offers to attract initial customers. Providing consistent training for staff can help maintain service quality, while establishing strong relationships with local suppliers and service providers can reduce operational risks. The guest house should also invest in market research to adapt to changing travel trends and customer preferences.

Conclusion and Recommendation

The study of Her Haven Guest House highlights the growing demand for women-centric accommodations in Jakarta, driven by the unique needs and preferences of female travelers (Hao & Har, 2014). The research reveals that safety, privacy, and comfort are critical factors influencing the decision-making process for women when selecting accommodations (Zhang et al., 2024). By addressing these needs through its women-only concept, Her Haven Guest House aims to fill a significant gap in the hospitality market and provide a secure and welcoming environment for female guests.

The analysis of the 8Ps Marketing Mix demonstrates that each element plays a vital role in shaping the guest house's value proposition and competitive advantage. The product offerings, including various room types and curated packages, cater to different customer segments, enhancing the overall guest experience. The pricing strategy aligns with market expectations, ensuring that guests perceive value in the services offered. The strategic location in Central Jakarta further amplifies the guest house's appeal, making it accessible to both local and international travelers. Promotional efforts, particularly through digital marketing and influencer collaborations, are essential in building brand awareness and driving customer engagement.

The focus on people, packaging, programming, and partnerships enhances the guest house's service quality and customer loyalty. Female staff members provide personalized and secure services, reinforcing the guest house's commitment to safety and comfort. The packaging of unique experiences and the implementation of themed programming events create memorable stays, encouraging repeat visits. Partnerships with local businesses and lifestyle brands add value to the guest experience and strengthen the guest house's market presence.

The SWOT analysis further supports the viability of Her Haven Guest House, identifying key strengths, weaknesses, opportunities, and threats. The S-O strategy capitalizes on the guest house's unique concept and growing demand for women-only accommodations, leveraging digital marketing and partnerships to enhance visibility. The W-O strategy addresses brand awareness challenges and operational gaps by focusing on loyalty programs and collaborations. The S-T strategy highlights the importance of

maintaining high service standards and introducing innovative offerings to mitigate external threats, such as economic fluctuations and competition. Finally, the W-T strategy emphasizes cost-effective promotional activities and staff training to overcome internal weaknesses and external challenges.

Suggestions for future researchers, it is recommended to explore other niche markets within the hospitality industry that cater to specific demographic segments. Further studies could analyze the effectiveness of women-only accommodations in different geographical locations or cultural contexts, providing comparative insights into the demand for such establishments globally. Additionally, future research could delve into the impact of technology and digitalization on enhancing guest experiences in niche accommodations, focusing on innovations like smart room systems, personalized apps, and virtual concierge services (Giannoukou, 2024; Prakosa, 2023).

From a managerial perspective, Her Haven Guest House should prioritize building strong brand awareness through continuous digital marketing efforts and customer engagement (Dwivedi et al., 2021; Ingrassia et al., 2022). Managers are encouraged to develop robust loyalty programs that reward repeat guests and foster long-term relationships. Moreover, staff training programs should be regularly updated to ensure high service standards and address evolving guest needs (Tracey & Swart, 2020). Managers should also consider introducing eco-friendly initiatives as part of their value proposition, aligning with global sustainability trends to attract environmentally conscious travelers.

For policymakers and government bodies, there is a need to create supportive regulations that encourage the growth of niche accommodations (Aguinis et al., 2023), including women-only guest houses. Policies should focus on providing incentives for businesses that promote inclusivity and safety, such as tax benefits or grants for safety infrastructure investments. Additionally, the government can play a vital role in promoting Jakarta as a safe and inclusive travel destination through tourism campaigns that highlight innovative accommodation options like Her Haven Guest House. Collaborations between the public and private sectors can further enhance safety measures in urban areas, improving the overall travel experience for female tourists (Li et al., 2024).

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