ABSTRACT

DESIGNING AND DEVELOPING APPLICATION OF ONLINE RESERVATION SYSTEM LODGING SERVICES AT THE JAYAGIRI VILLA LEMBANG BANDUNG

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Villa Jayagiri is one of the lodging service is located in lembang, Bandung. Villa Jayagiri still apply the ordering procedures manual that visitors call or come directly to the villa. As well as the manual system of recording data and transaction ordering. To solve the above problem, increase sales and lodging services reach a wider market share then Villa Jayagiri will use technology in marketing strategy by implementing E-commerce.

e-commerce is any form of purchases and sales activities, marketing of products or services and information that conducted electronic. Business transaction activities in e-commerce built a business activity engaged in lodging services at Villa Jayagiri Lembang, Bandung. A business built on this website is a business transactions Villa online reservations and payments online that allows people to obtain information and facilitate the buyer in the transaction.

To built an e-commerce application, a tool used to describle the model system is Flow Map, context diagram, and Data Flow Diagrams (DFD), as well as in database design using a data dictionary, and Entity Relationship Diagram (ERD).

E-commerce application is made is expected to help customers to get information about services and services offered by Villa Jayagiri, and can facilitate the customer in the process of ordering service and help increase sales for the company.

Keywords: *E-commerce, online reservations, Villa.*