ABSTRACT

RD.WIDYA MARCELLIA " *Implementation Ofonline Hotel Reservation Information System As An Effort To Improve Service Quality And Customer Loyalty In Hotel Santika Bandung* ". *Under Guidance* Prof. Dr.Hj.Umi Narimawati.Dra.,SE.,M.Si.,

Informationis something you want to be known by the user to know the hotel information he wants. The purpose of this study is to determine the implementation ofonline hotel reservation information system as an effort to improve service quality and customer loyalty in Hotel Santika Bandung.

The method used in this study is qualitative and quantitative methods. Data collection techniques by way of interviews and questionnaires. The unit of analysis in this study was the guest of Hotel Santika Bandung ever use online hotel reservation information system which amounts to 98 peopleas a population sample of 3375 Hotel Santika Bandung, for data analysis used Pearson correlation calculation, path analysis, determination coefficient, hypothesis testing, using application program of SPSS12.0 For Windows

The results showed that the application of information systems online hotel reservation (agoda.com) for Hotel Santika Bandung as a whole including into the good enough criterion. For the variable quality of service has been good overall, while for the variable overall customer loyaltyis quite good. This means that Information System Online Hotel Reservations quite good and the service quality was already good but quite loyal customers. Thus service quality are more influenced online hotel reservation information system, while customerloyaltyis influenced predominantly bythe information system online hotel reservations and customer loyalty are also not influenced predominantly by the quality ofservice, Simultaneously influence the value of online hote lreservation information systems and service quality on loyalty customers is greater than the value of a partial response to each variable.

Keywords : online hotel reservation information systems, Quality of Service,Loyalty Customers.