ABSTRACT

The development of E-Commerce increasingly day by day. The example's are Online Travel Agent and Hotel's website. E-Commerce is an activity of buying or selling electrically using internet. In digital era nowadays, E-Commerce is very enthused by the society because it can facilitate the society in buying or selling of something both goods and services including hotel business. One that uses the E-Commerce system is the Sheraton Bandung Hotel & Towers. But there are still many guests who use Online Travel Agent instead of Sheraton Bandung Hotel & Towers website. This effected to the income of the hotel and service payment for the staffs. The purpose of this research is to find out the quality of Sheraton Bandung Hotel & Towers website and perception of the guest using three sub of variables,Web Quality Information, Web Quality Desaign, Web Quality Dimension. This research use analysis method. The data obtained through interview technic with Marketing Communication of Sheraton Bandung Hotel & Towers and through 100 questionnaire. This data use likert scale and calculated by frequency of ditribution and qontinum. From the results of research conducted, it can be concluded that quality of Sheraton Bandung Hotel & Towers website is have a good quality. The perception of the guest also have a good quality. But, there must be some improvement for Web Quality Information. Based on research result, web quality information has 29,61%. This is lowest than Web Quality Design in 30,64%, and Web Quality Dimension 39,75%.

 Keywords: Perception of the guest, E-Commerce, Sheraton Bandung Hotel & Towers.