

ABSTRACT

Crowne Plaza Hotel Bandung is a five star hotel under the auspices of IHG (InterContinental Hotels Group). The occupancy of hotels is one of the factors affecting the income of Crowne Plaza Hotel Bandung. Crowne Plaza Hotel Bandung utilizes the latest information and communication technology that is developing by using the website as media of booking and marketing of Crowne Plaza Hotel Bandung. The existence of data increase room reservation through Crowne Plaza Hotel Bandung website of course influenced by dimension of website quality that is information, security, amenity, comfort, and quality of service. However, there are guests who write their complaints after using the website Crowne Plaza Hotel Bandung as a media of reservation room complaint is concerned with the quality dimensions of the website is the quality of service. This research is intended to know and analyze the effectiveness of Crowne Plaza Hotel Bandung website by making website as research object, and using quantitative research method by collecting data using questionnaire and interview and sample in this research is simple random sampling with analysis technique using continuum line. The final results of the study get a score of 3.731 and are in an effective category on the continuum line. Then the Crowne Plaza Hotel Bandung website can be said to be effective as a media room reservation.

The key word : effectiveness of the website, room reservation, internet marketing