ABSTRACT

The phenomenon of Virtual Hotel Operators (VHO) has grown very rapidly in the last five years. Virtual Hotel Operators (VHO) are becoming a trend after Online Travel Agents (OTA). Business people have started to launch Virtual Hotel Operators (VHO) because they see the large number of non-star hotels in Indonesia, reaching around 16,000 non-star hotels. The concept of a Virtual Hotel Operator (VHO) is that it does not own a hotel building but invites cooperation from hotel owners, especially non-star hotels in terms of improving promotions and service standards.

This research was conducted to analyze and find out what features of the application are good or which still need to be improved. In this study using quantitative research methods with descriptive research type. The population in this study is the people of Bandung who have made an order using the RedDoorz and OYO applications. The analysis technique in this research is descriptive analysis and the Mann-Whitney test.

The results of this study indicate that there is a significant difference in the Usability variable of RedDoorz and OYO Applications. Usability of the RedDoorz Application is included in the very good category with a total score of 88.60% and the Usability of the OYO application is in the good category with a total score of 79.50% where RedDoorz is superior to OYO.

Keywords : Virtual Hotel Operator, Application Usability, Nielsen's Model, Mann-Whitney