

ABSTRACT

The city of Bandung stands as one of the most appealing tourist destinations for both local and international travelers. The rapid advancement of tourism in Bandung has led to a notable growth in the hotel sector within the city, manifesting an upward trajectory annually. Given the substantial presence of star-rated hotel competitors in Bandung, the formulation of a well-crafted marketing strategy becomes imperative. In this context, digital marketing tools such as websites emerge as a pivotal solution for the promotion and augmentation of room occupancy rates, a premise applicable even to the Hilton Bandung Hotel. The research methodology adopted a quantitative approach, involving the acquisition of data via questionnaires distributed to 113 respondents who had previously engaged in online reservations through the Hilton Bandung Hotel's website. The accumulated data underwent analysis through the utilization of the Importance Performance Analysis (IPA) method, thereby facilitating the identification of requisite actions aimed at optimizing the Hilton Bandung Hotel's website. This research primarily evaluated user perceptions of the Hilton Bandung Hotel's website. Evidenced by an average performance score of 4.53 and an average expectation score of 4.52, it is conceivable to infer a positive user perception of the Hilton Bandung Hotel's website. The discernibly higher performance rating as compared to the importance rating underscores that travelers' experiential encounters surpass their initial expectations. Conclusively, this study establishes that the majority of predetermined aspects affirm the effectiveness of the Hilton Hotel's website as a promotional medium, thereby concomitantly contributing to the augmentation of room occupancy rates.

Keywords: Website performance, Online reservations, Hilton Bandung Hotel.