

ABSTRACT

This study aims to analyze the satisfaction of tourists staying at a Virtual Hotel Operator in Bandung. A Virtual Hotel Operator (VHO) is a company that does not own its own hotels but can sell various types of rooms through collaborations with different accommodations. This research is conducted to analyze the level of importance and performance in guest satisfaction who stay at the VHO. The research method used is quantitative, involving data collection through quantitative instruments from tourists who stay at the Virtual Hotel Operator in Bandung. The collected data will be analyzed using descriptive statistical techniques, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI) to measure the level of importance and performance in tourist satisfaction. This research aims to uncover the contribution of management quality to tourist satisfaction when staying at the Virtual Hotel Operator in Bandung and to provide a better understanding of the factors influencing management quality. The results of this study show that consumers' primary attention to a hotel is focused on the tangible attributes of a hotel.

Keywords: Manajement Quality, Virtual Hotel Operator, Hotel