

ABSTRAK

JONATHAN SIDABUTAR. NIM: 2019110107. Pengaruh Penerapan Reservasi Online Traveloka Terhadap *Occupancy Rate* Favehotel Gatot Subroto Jakarta Selatan. Di bawah bimbingan Ibu Titin Astuti, SE, M.Si.

Pada era digital 4.0 saat ini, Favehotel Gatot Subroto melayani reservasi kamar secara langsung atau melalui Online Travel Agent. Tujuan penelitian ini adalah menganalisis pelaksanaan reservasi online Traveloka, menganalisis tingkat hunian kamar dan menganalisis pengaruh reservasi online Traveloka terhadap tingkat hunian kamar pada Favehotel Gatot Subroto Jakarta.

Pengumpulan data dilakukan dengan wawancara dan menyebarkan angket penelitian. Teknik analisis yang dipakai adalah Regresi Linear Sederhana, Uji Parsial (Uji-T) dan Koefisien Determinasi. Data yang didapat dikelola dengan program aplikasi komputer IBM SPSS Statistics versi 29 untuk Windows 11.

Berdasarkan hasil penelitian ini, diperoleh hasil bahwa setiap peningkatan sebesar 1 satuan pada variabel Reservasi Online Traveloka maka variabel *Occupancy Rate* Favehotel Gatot Subroto juga akan mengalami peningkatan sebanyak 0,584, diketahui pula nilai *significant* adalah $0,000 < 0,05$ dan nilai T_{hitung} adalah $7,114 > 1,661$, ini berarti bahwa hipotesis diterima atau terdapat pengaruh variabel Reservasi *Online* Traveloka (X) terhadap variabel tingkat hunian kamar pada Favehotel Gatot Subroto (Y), namun, dengan adanya keberpengaruhan-keberpengaruhan ini, diperlukan pula variabel bebas lain untuk mendukung kenaikan tingkat hunian kamar di Favehotel Gatot Subroto.

Kata kunci: *Online Travel Agent*, Hotel, Reservasi *Online*, Tingkat Hunian Kamar

ABSTRACT

JONATHAN SIDABUTAR. Student ID number: 2019110107. The Effect of Implementing Online Reservations Through Traveloka on the Occupancy Rate of Favehotel Gatot Subroto, South Jakarta. Under the guidance of Madame Titin Astuti, BEc, MSc.

In the current digital 4.0 era, Favehotel Gatot Subroto serves room reservations by walk-in or an Online Travel Agent. The purpose of this study is to analyze the implementation of Traveloka online reservations, analyze room occupancy rates and analyze the effect of Traveloka online reservations on room occupancy rates at Favehotel Gatot Subroto Jakarta.

Data collection was carried out by interviewing and distributing research questionnaires. The analysis technique used is Simple Linear Regression, Partial Test (T-Test) and the Coefficient of Determination. The data obtained is managed with the IBM SPSS Statistics computer application program version 29 for Windows 11.

Based on the results of this study, it was found that for every increase of 1 unit in the Online Reservation with Traveloka variable, the Favehotel Gatot Subroto Occupancy Rate variable will also increase by 0.584, it is also known that the significant value is $0.000 < 0.05$ and the T_{count} value is $7.114 > 1.661$, these means that the hypothesis is accepted or there is an influence of the Online Reservation through Traveloka variable (X) on the Favehotel Gatot Subroto occupancy rate variable (Y), however, with all these influences, other independent variables are also needed to support the increase in room occupancy rates at Favehotel Gatot Subroto.

Keywords: Online Travel Agent, Hotel, Online Reservation, Room Occupancy Rate.