

ABSTRAK

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PERAN INFORMASI PADA PROSES *CHECK-IN* DALAM PEMESANAN KAMAR *ONLINE* DI HOTEL *FOUR POINTS BY SHERATON* JAKARTA

Online bookings greatly affect the increase in sales in the hospitality industry, where it is very convenient for the guests or the hotel. The information listed in the online booking room play the important role for the check-in process, both for guests and hotel employees. The purpose of this study is to see the role of information to the effectiveness of the check-in process and its impact on guest satisfaction, the researcher conducted a study in the room division at the Four Points by Sheraton Jakarta hotel. Four Points by Sheraton Jakarta is a 4-star hotel in Thamrin, Jakarta, which has 164 guest rooms. Four Points by Sheraton Jakarta Hotel was established in August 2016. This research is a descriptive – qualitative research with primary data are collected from the interview process and secondary data are collected from books, journal, or other research. From the data found in the field, it shows that the research prove that information plays an important role in the check-in process that can also affect the level of guest satisfaction. However, some issues related to information in online reservation were also found from interviews. Some of these problems also affect the check-in process and also affect the level of guest satisfaction.

Key word :

Online Bookings, Information, Check-In Process, Four Points by Sheraton Jakarta, Descriptive, Qualitative, Interview, Impact, Problems