ABSTRACT

chnology plays an important role in the development of virtual hotels, because it can make it easier for consumers to book rooms, provide more efficient services, and provide more immersive and personalized experiences. Virtual hotel is a concept or business model that combines virtual reality (VR) technology with the hospitality industry. In a virtual hotel, users can access hotel facilities, such as rooms, restaurants, swimming pools and other public areas via electronic devices. E-service services provide various advantages, including wider customer access, large market reach, lower costs, more effective communication, and company promotions. This study aims to determine the E-Service Quality of Virtual Hotel. The research method used is quantitative and descriptive research type. The technology in the hospitality sector is known as VHO (*virtual hotel operator*), namely OYO, RedDoorz and Airy.*This research was done using quantitative methods and using a questionnaire. Based on the results of this study that E-Service Quality at RedDoorz, OYO Rooms, Airy Rooms is 28.99 with a total average score of 3.25.*

Keywords: E-Service Quality, Virtual Hotels