

DAFTAR TABEL

| | |
|---|-----|
| Tabel 1.1 Jumlah Wisatawan Mancanegara dan Domestik di Kota Bandung..... | 6 |
| Tabel 1.2 Kompetitor Gumilang Regency Hotel..... | 9 |
| Tabel 1.3 Pencapaian Target Pendapatan Kamar..... | 10 |
| Tabel 1.4 Peringkat Website..... | 12 |
| Tabel 1.5 Perbandingan Harga OTA di Gumilang Regency Hotel dan Kompetitor..... | 13 |
| Tabel 1.6 <i>Online Booking</i> di Gumilang Regency Hotel..... | 14 |
| Tabel 1.7 Sistem BAR untuk <i>Online Booking</i> di Gumilang Regency Hotel..... | 15 |
| Tabel 2.1 Penelitian Terdahulu..... | 38 |
| Tabel 3.1 Karakteristik Penelitian..... | 45 |
| Tabel 3.2 Variabel Operasional..... | 48 |
| Tabel 3.3 Desain Pengukuran Kuesioner..... | 57 |
| Tabel 3.4 Desain Pengukuran Kuesioner Item Nomer 1,2 dan 3..... | 58 |
| Tabel 3.5 Narasumber..... | 62 |
| Tabel 3.6 Hasil Uji Validitas..... | 65 |
| Tabel 3.7 Hasil Uji Reliabilitas..... | 67 |
| Tabel 4.1 Nilai <i>Outer Loading</i> | 79 |
| Tabel 4.2 Hasil <i>Output PLS Algorithm</i> | 81 |
| Tabel 4.3 Nilai <i>Composite Reliability</i> | 82 |
| Tabel 4.4 <i>R.-Square</i> | 83 |
| Tabel 4.5 Hasil Uji Hipotesis..... | 87 |
| Tabel 4.6 <i>Ranking</i> Harga Kamar..... | 95 |
| Tabel 4.7 Persentase Jawaban Hasil Kuesioner..... | 97 |
| Tabel 4.8 Perbandingan Harga..... | 100 |