

ABSTRACT

The presence and rapid development of the internet in Indonesia facilitates various activities for all Indonesian people, including the hotel business. This has been used by several companies to open an OTA (Online Travel Agency) business. By working with affordable budget hotels, Reddoorz and Airyrooms are here to make it easier for people to find affordable hotels. The purpose of this study was to determine the quality conditions of Reddoorz.com and Airyrooms.com websites by using the webqual 4.0 method and importance performance analysis (IPA), and to know the difference in quality of the two websites.

This type of research is descriptive qualitative using the Webqual 4.0 method with 3 dimensions in it, namely Usability, Information Quality and Service Interaction. The data source was obtained by distributing questionnaires to 200 respondents in Bandung who had accessed and / or made room purchases online at the two websites. The data analysis technique used is the Mann-Whitney Difference Test.

This study shows the results that the total score on the website performance of reddoorz.com is 75.62% while the total score on the website performance of airyrooms.com is 80.91%. Seeing from these results, it can be concluded that the two websites are included in both categories. Based on the analysis results on the Reddoorz.com website there is a gap of 3.9 and Airyrooms.com of 2.26%. which means it must be fixed immediately because it is the user's top priority but its performance is still far from the user's expectations. Based on the hypothesis test using the Mann- Whitney test on Usability and Service Interaction sub variables showed results <0.05 , which means there are significant differences in quality on the website Reddoorz.com and Airyrooms.com.

Keywords: Webqual, Importance Performance Analysis (IPA), Mann Whitney.