

ABSTRACT

The trend of market developments or consumers in utilizing technology as part of their lifestyle, encourages the accommodation industry to make innovations related to technology and the internet. The purpose of this study is to look at the relationship between online distribution channels, Online Travel Agent specifically on hotel performance in terms of revenue. The purpose of this study is to study Online Travel Agent research on the room level at Park Regis Arion Hotel Kemang Jakarta, the method used in this study is a descriptive qualitative method by collecting, analyzing and collecting data using descriptive techniques, data processing techniques are done by interviewing the hotel room director Park Regis Arion Kemang by observing the correlation of Online Travel Agencies on the level of room occupancy and documentation study. The limitation of this study is only studying the role of Online Travel Agent on the income side. Future research is expected to be able to examine other, more complex sides, such as their effects on employee performance, brand image, promotion, and customer satisfaction. This research is expected to provide information related to the important role of Online Travel Agent for the development of hotel business in the future.

Keywords: Online Travel Agent, Occupancy, walk-in