

ABSTRACT

Virtual Hotel Operator (VHO) is growing rapidly in Bandung, that makes VHO become the choice of tourists to stay. VHO is an accommodation with various facilities, services and prices that make visitors have different preferences in choosing these aspects. Different guest preferences can be influenced by visitor demographic characteristics. This research aims to determine the relationship between demographic characteristics and the guests decision to stay at VHO in Bandung. Data were analyzed using the quantitative method with descriptive data analysis techniques and crosstabulations with 129 total sample. The result showed that the dominant characteristics of VHO guest was female with an age range of 17-25 years. Most of the respondents had an income of Rp. 2,500,000 – Rp. 5,000,000 with a Bachelor's degree. The results show that the highest guest decision to stay is in the purchase timing dimension.

Keywords: Virtual Hotel Operator, Demographic characteristics, Guest decision to stay.