

ABSTRACT

The growing hospitality industry in Bandung City plus the existence of Virtual Hotel Operator (VHO) encourages developers to design effective marketing strategies. This study examines the characteristics and motivations of VHO guests and their relationship with demographics. A quantitative method was applied with a sample of 150 VHO guests using descriptive analysis with cross tabulation then testing using chi-square. The results indicated that the majority of VHO voters are female aged 17-21 years old with high school education, student status, and monthly income below IDR 2,500,000. Guest motivation in choosing VHO is related to positive reviews as Brand Choice, holidays as Purchase Timing, room quality as Facilities, proximity to tourist sites as a location indicator, and affordable prices as a price indicator. No relationship was found between gender, age, education, income with brand choice, purchasing timing, facilities, location, and price. However, age, education, income, and occupation have a relationship with purchasing timing, while occupation also affects facilities, location, and price. These results provide valuable insights for marketing planners in understanding the preferences and behaviour of VHO consumers.

Keywords: Virtual Hotel Operator, Hotels, Demographics, Motivation, Reservations