PENGARUH *ONLINE TRAVEL AGENT (OTA)*, *HOSPITALITY STAFF* DAN LOKASI TERHADAP PENDAPATAN HOTEL (STUDI EMPIRIS PADA *INTERNATIONAL CHAIN HOTEL GROUP* DI WILAYAH DAERAH ISTIMEWA YOGYAKARTA)

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *online travel agent, hospitality staff,* dan lokasi terhadap pendapatan hotel. Jenis penelitian yang digunakan adalah penelitian kuantitatif untuk mengetahui pengaruh *online travel agent, hospitality staff,* dan lokasi terhadap pendapatan hotel studi kasus pada *international chain group hotel* di wilayah Yogyakarta. Responden dalam penelitian ini berjumlah 116 yang aktif bekerja sebagai pegawai hotel di salah satu *international chain group hotel* di Yogyakarta yang berfokus di Swissbel Boutique Hotel, Hotel Neo Malioboro, dan Grand Aston Hotel dengan teknik *convenience sampling,* dianalisa menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa *online travel agent* dan *hospitality staff* berpengaruh positif signifikan terhadap pendapatan hotel. Sementara hasil penelitian lokasi tidak berpengaruh terhadap pendapatan hotel

Kata Kunci: *Online Travel Agent, Hospitality Staff,* Lokasi, Pendapatan Hotel

THE EFFECT OF ONLINE TRAVEL AGENT (OTA), HOSPITALITY STAFF, AND LOCATION OF HOTEL REVENUE (CASE STUDY AT THE INTERNATIONAL CHAIN GROUP HOTEL IN YOGYAKARTA)

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ABSTRACT

This study aims to examine the effect of online travel agents, hospitality staff, and location on hotel revenues. This type of research is quantitative research to determine the effect of online travel agent, hospitality staff, and location on hotel income case studies on international chain group hotels in the Yogyakarta area. Respondents in this study numbered 116 who actively worked as hotel employees in one of the international chain group hotel in Yogyakarta focusing on Swissbel Boutique Hotel, Neo Malioboro Hotel, and Grand Aston Hotel with convenience sampling tehcnique, and analyzed using multiple linear regression analysis. The result of this study indicate that online travel agent and hospitality staff have a significant positive effect on hotel income. While the result of location research have no effect on hotel income.

The Keyword: Online Travel Agent, Hospitality Staff, Location, Revenue Hotel