

Abstract

This research was conducted with the aim of knowing the great influence of the ICT (internet) usage to the service quality in front office at GH Universal hotel Bandung. The development of the internet has also become one of the tools to help employees work in the hospitality especially for the front office staff. With the internet, all the information can be accessed easily. With the help of ICT, the easiness effect can be felt directly by the guest, not only the guest who will also be satisfied if the front office staffs maximize the ICT (internet) usage as a tool for providing services to them but also the employees. This research used quantitative research design because the information of the data was described and analyzed in the form of numbers. This research was associative research which is aimed to know the influence of ICT (internet) usage to the service quality in condition if the ICT (internet) usage increases, then, the service quality also increase. The population in this research were all staffs of the front office department in GH Universal hotel Bandung in amount of 21 people and data collection techniques used question form (Questionnaire). The writer did the validity test of using the technique of product moment correlation, meanwhile the writer reliability test used Alpha Cronbach formula and the tools of the research was valid and reliable. To know the influence of the ICT (internet) usage to the service quality, the writer used significances correlation formula with the level of significances $t_{count} < 0.05$. The writer tested the hypothesis by using the normality test formula (Shapiro-Wilk) with a level of significance of $P_{count} > 0.05$. The results showed that there was a positive influence on the ICT (Internet) usage to the service quality in front office at GH Universal hotel Bandung. Based on the results which is obtained for the variable of ICT (internet) usage and service quality has a strong category with significant influence. In addition, the variable between the ICT (internet) usage and service quality has a value of normal, thus it was said that the hypothesis of this variable was acceptable.

Keyword : Hotel, Front Office, ICT (Internet), Quality of Service.