

ABSTRACT

Bandung is a prominent tourist location that many people visit. The advancement of the internet and technology makes it easier for travelers to find information about locations and accommodations. The hospitality business, especially midscale hotels, is likewise impacted by technological advancement. Midscale hotels, characterized as 4 and 3-star accommodations with services such as restaurants, sitting places, swimming pools, and conference rooms, must integrate technology into their administration, marketing, and digital payment systems. Despite the fact that these services are frequently advertised on official hotel websites, website views are low because many consumers use Online Travel Agents (OTAs) to find lodgings. This study focuses on the city of Bandung and investigates the impact of hedonic factors on trust in midscale hotel internet reservations. This study takes a quantitative approach, with 124 respondents making online reservations at midscale hotels in Bandung. A probability sampling method was used to select the sample at random. According to the study, hedonic elements such as role shopping, social features, and the best offer influence the level of guest trust. Although the impact of role shopping is modest, hypothesis testing demonstrates a considerable effect. This study advises midscale hotels to improve the quality of their websites and attract more online reservations.

Keywords: Hedonic, Online reservation, Trust, Midscale hotels in Bandung.