

## ABSTRACT

### **The Effect of the Completeness and Content Quality, and the Design of Website to the Affectivity of the marketing Communication and the Occupancy Rate of Hotel Rooms in Star Hotels in Bali**

The decision of travelers to travel is very much dependent upon the information that he has. The source of information used by most of the travelers before going to tourists' destination and to choose a hotel they are staying at is the Internet. Seeking information done by tourists is in two ways, internal search information through scanning in the long-term memory for relevant product knowledge, and if insufficient supply of information is found then the external information search is made. In this latter context the website gives a very significant contribution in helping travelers to make a decision. How big is the affectivity of a website including its effect to the sales of hotel rooms is determined by how strong the variations are in terms of the variable of content, quality of content, and the design of the website itself.

By means of path analysis to test direct and indirect effect based on 368 opinions of respondents from 46 star hotel sample in Bali, It is discovered that there is direct relationship of the completeness variable (x1) and content quality (x2), and design (x3) to the variable of marketing communication (y1). Also found is the effect of the variable of marketing communication (y1) to the occupancy rate (y2).

**Keyword:** content, quality of content, website design, sales, affectivity.