

**DEVELOPMENT OF WEB-BASED INFORMATION SYSTEMS FOR OPTIMIZATION OF
HOTEL RESERVATION AND SERVICE MANAGEMENT**

(Case Study: Happy Syariah Hotel, Sleman)

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ABSTRACT

Hotel Happy Syariah faces challenges in managing room reservations and customer service optimally due to still using a manual system. The existing system causes delays in responding to customer requests and difficulties in coordinating hotel operations. To overcome these obstacles, this project aims to develop a web-based room reservation system that is integrated with hotel operational management. The methods used include system requirements analysis, business process model design, database design, system development, and testing to ensure the quality and feasibility of the resulting system. The result of this project is an integrated information system that allows hotel staff to manage reservations and guest information more efficiently, and allows guests to make reservations quickly and practically through an online platform. The implementation of this system is expected to improve operational efficiency, speed up the reservation management process, and increase customer satisfaction. With a computerized system, Hotel Happy Syariah can provide more responsive, accurate services and increase its competitiveness in the hotel industry.

Keywords: *Hotel reservation system, Operational efficiency, Customer satisfaction*