

ABSTRACT

The purpose of this research is to test the influences of networking quality and adoption of technology on business strategy to impact accommodation performance . Using these variables, the usage of these variables are able to solve the arising problem within manager of business accommodation at Semarang city. Statement of this problem is how increase accommodation performance?.

The samples size of this research is 110 manager of business accommodation at Semarang city. Using the Structural Equation Modeling (SEM). The results show that adoption of technology and networking quality on business strategy to impact accommodation performance.

The effect of networking quality on business strategy are significant; the effect of adoption of technology on business strategy are significant; the effect of networking quality on accommodation performance are significant; the effect of adoption of technology on accommodation performance are significant; the effect of business strategy on accommodation performance are significant.

Keywords: adoption of technology, networking quality, business strategy and accommodation performance.