

UNDERGRADUATE THESIS
**THE IMPLEMENTATION OF ONLINE PLATFORM RESERVATION
TO INCREASE ROOM OCCUPANCY AT CONRAD BALI**



POLITEKNIK NEGERI BALI

Patricia Enriquetta Allixvalezka

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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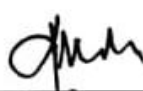
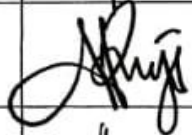

This undergraduate thesis entitled:

THE IMPLEMENTATION OF ONLINE PLATFORM RESERVATION TO INCREASE ROOM OCCUPANCY AT CONRAD BALI

by **Patricia Enriquetta Allixvalezka (NIM 2015834090)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business

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The authors realize that this undergraduate thesis is far from perfect. That means the writer expects criticism and suggestions to develop this undergraduate thesis, which can add more value for others.

Writer

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ABSTRACT

Allixvalezka, Patricia Enriquetta. (2024). The Implementation of Online Platform Reservation to Increase Room Occupancy at Conrad Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., and Supervisor II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

Keywords: Reservation, Online Travel Agent, Hotel Brand Website, WhatsApp Business Account, Online Platform, Room Occupancy.

This research focused on the implementation of online platform reservation towards room occupancy to seek how the implementation has been done while formulating in detail regarding the significance of the contribution of online platform reservation and finding which platform has the biggest score of contributing to increasing room occupancy at Conrad Bali. The data collection method was done with observation, documentation, interviews, and literature study with the completion of using quantitative analysis technique, qualitative analysis, and also descriptive statistics from secondary data. The steps applied to the data analysis technique begin with a classic assumption test, multiple linear regression analysis, a hypothesis test using the SPSS 25 program, and descriptive statistics. It can be seen from the results that the implementation of three variables of Online Platform Reservation has been categorized as very well implemented, supported by the score of t counts on every variable that has a larger amount than the t table score. This also means a significant impact from the implementation of online platform reservation on room occupancy has occurred. Furthermore, the score of the F test is bigger than the F table. It indicates that there is a significant simultaneous impact between Online Travel Agent, Hotel Brand Website, and WhatsApp Business Account on room occupancy. According to the data collected from 2021 to 2023, the effective contribution of Online Travel Agents is 42,78% meanwhile, Hotel Brand Website is 28,11% and WhatsApp Business Account is 28,76%. Of those three Online Platform Reservations, the contribution of Online Travel Agent is the highest.

ABSTRAK

Allixvalezka, Patricia Enriquetta. (2024). *The Implementation of Online Platform Reservation to Increase Room Occupancy at Conrad Bali*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., dan Pembimbing II: I Gusti Agung Mas Krisna Komala Sari, S.Si, M.Si.

Kata Kunci: *Reservation, Online Travel Agent, Hotel Brand Website, WhatsApp Business Account, Online Platform, Room Occupancy.*

Penelitian ini berfokus pada implementasi media reservasi dalam jaringan (*online platform reservation*) terhadap tingkat hunian kamar (*room occupancy*) yang bertujuan untuk melihat bagaimana penerapan yang telah dilaksanakan kemudian menghitung secara rinci terkait besaran signifikansi dari media reservasi dalam jaringan serta media mana yang memiliki kontribusi terbesar terhadap tingkat hunian kamar di Conrad Bali. Pengambilan data dilakukan dengan metode observasi, dokumentasi, wawancara, dan studi pustaka dengan menggunakan teknik analisis kuantitatif, analisis kualitatif serta statistik deskriptif dari data sekunder. Tahapan teknik analisis data diawali dengan uji asumsi klasik, analisis regresi linear berganda, uji hipotesis menggunakan program SPSS 25 dan teknik statistik deskriptif. Pada hasil penelitian terlihat bahwa implementasi dari ketiga media reservasi dalam jaringan dikatakan terimplementasi dengan sangat baik dibuktikan dengan nilai t hitung dari setiap variabel lebih besar daripada nilai t tabel. Hal ini bermakna adanya pengaruh signifikan dari implementasi media reservasi dalam jaringan terhadap tingkat hunian kamar. Terlihat bahwa nilai F hitung lebih besar dari F tabel yang bermakna terdapat pengaruh signifikan secara simultan antara *Online Travel Agent, Hotel Brand Website* dan *WhatsApp Business Account* terhadap tingkat hunian kamar. Berdasarkan data yang diperoleh pada tahun 2021 – 2023, sumbangan efektif dari *Online Travel Agent* sebesar 42,78%, *Hotel Brand Website* sebesar 28,11% dan *WhatsApp Business Account* sebesar 28,76 dengan kontribusi dari *Online Travel Agent* sebagai nilai tertinggi.

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CHAPTER I

INTRODUCTION

1.1 Research Background

The use of digital space has been increased as technology is developing from time to time. Most of the society are adapting to recent digitalized lifestyle. These modern societies require a fast process for their needs with the tool of online platform. In tourism aspects, Online Platform is considered as an important thing to discuss noticing that tourists like to plan, reserve or book their vacation in a hotel with a quick accessible websites or applications from their gadgets. In example, Online Travel Agents are the most easily accessed tool with the support of internet. These platforms are providing detailed information with a lot of fascinating hotel promos and discounts available to push the tourist interests (Peeters et al., 2018).

Hotel was known to provide accommodations to fulfill guests needs in order to increase their room occupancy. Conrad Bali is also known as a 5-star hotel that will put every effort to increase their room occupancy to maintain the hotel growth. Occupancy and rate levels fluctuate daily depending on the composition of demand and demand factors (Denton & Sandstrom, 2021). By that means, the hotel will cooperate with all departments to increase their occupancies with every strategical planning required.

One department in a hotel that takes responsibility for the occupancy rate is the Reservation division. Reservation received room bookings from various sources such as Online Travel Agent (OTA), Direct Booking, Corporate and Government. One of the sources that contribute to increasing room booking is Travel Agent. The

hotel management has carried out cooperation with several travel agents to simplify making reservations. Cooperation is needed to meet the hotel room occupancy rate. From the cooperation, both parties will make a price agreement which is also called the contract rate. The cooperation in a form of contract rate or agreements will be very beneficial and will give a positive result for the hotel (Yanti et al., 2018).

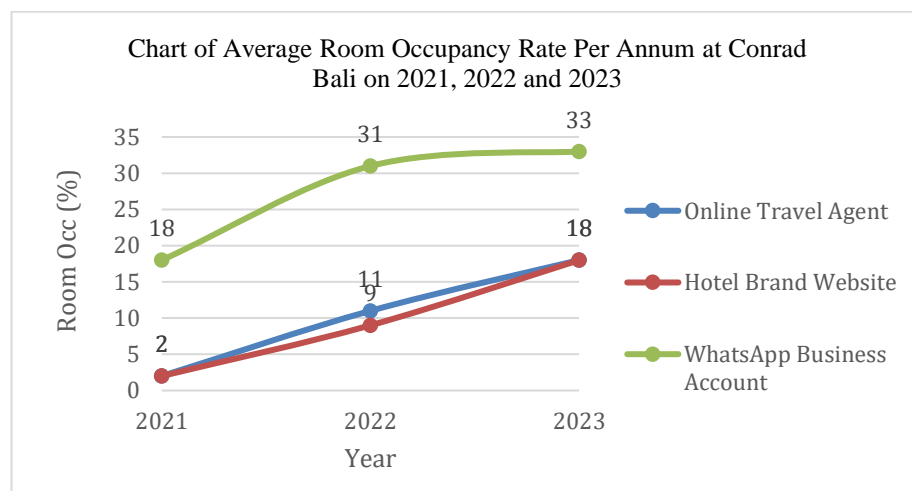


Figure 1. 1 Chart of Average Room Occupancy Rate Per Annum at Conrad Bali on 2021, 2022 and 2023
Source: Conrad Bali, 2024

As seen on the data above regarding Room Occupancy Rate at Conrad Bali by 2021 – 2023 from Online Travel Agents, Hotel Brand Website and WhatsApp Business Account, it was stated that the amount of 22% is increasing 29 points compared to 2021. Compared to 2022, which reached 51%, the room occupancy rate in 2023 has increased by 18 points. Although it seems just like a good business on the increasing points, we can still notice that the overall increasing points are still a small score, which also leads to the imbalance from the 3 sources of reservations.

Based on the observation for previous researches founded, most of the research are mainly using the 3 classifications that is commonly used in the hotel

industry based on the biggest room production. The author found 3 classifications of Online Platform Reservation that suits the condition at Conrad Bali that are Online Travel Agent (OTA), WhatsApp Business and Hotel Brand Website (Dewi, 2022). These three platforms are carrying a big important role towards the success story of the room occupancy in Conrad Bali. The main reason for the author to bring up this topic is to look up on the implementation percentage regarding these variables to Conrad Bali hotel, and to find out any solution to minimizing the gap or distance of points performances that exist as well as analyzing the market trend for hotel guests in order to keep up with the society's interests.

According to the data on Figure 1.1, it is necessary to analyze and formulate how to minimize the distance number for room occupancy especially by using Online Platform Reservation such as Online Travel Agent (OTA), Hotel Brand Website and WhatsApp Business Account to maximize the use and increase the tourist's interest by digging deep into most recent trends. As a consideration, it is known that the digitized ways are more accessible, effective and also efficient either for the hotel operational system or even the guest itself.

Based on the description of the background above, the author is interested to do research about Reservation and Room Occupancy at Conrad Bali with the title of: "The Implementation of Online Platform Reservation to Increase Room Occupancy at Conrad Bali".

1.2 Research Questions

According to the background description above, the main research problem are as follows:

1. How is the Implementation of Online Platform Reservation at Conrad Bali?
2. How Significant is the Online Platform Reservation Contributing to Increase Room Occupancy at Conrad Bali?
3. What is the most Implemented Online Platform Reservation that Increases Room Occupancy at Conrad Bali?

1.3 Research Objectives

Based on the research problems, the purposes of this research are:

1. To analyze the implementation of Online Platform Reservation that increases Room Occupancy at Conrad Bali.
2. To analyze the significance of Online Platform Reservation contribution to increase Room Occupancy at Conrad Bali.
3. To analyze the most implemented Online Platform Reservation to increase Room Occupancy at Conrad Bali.

1.4 Research Significance

1. Theoretical Benefit

Theoretically, this research is expected to provide benefits to dive into deeper knowledge of Reservation in the Tourism Industry, specifically about the importance of implementing Online Platform Reservation not only to Increase Room Occupancy. Other than that, it is also meant to open up the insight for employees so they can optimally apply the Online Platform Reservation to support digital space and increase the number of room occupancy.

2. Practical Benefit

Practically, the results of this research are expected to be useful for Conrad Bali itself. This research is expected to provide suggestions, solution and corrective actions for management to improve their supervision and confirm the implementation of Online Platform Reservation to Increase the Room occupancy. It is shown that the Implementation of Online Platform Reservation has a great contribution for the environment through paperless concept and tourism sustainability for the next generations specifically towards Bali Island. Moreover, as we see the progress of our modern society, guests would prefer to have an easy access to book their stay with all of the simplicity in just right on the tip of their hand without any extra efforts being made.

1.5 Limitations and Scope of Research

As seen on the research topic about “The Implementation of Online Platform Reservation to Increase Room Occupancy at Conrad Bali”, the material is categorized as general & broad. In consequence, it is necessary to set the problem limitation with the purpose of focusing to a specific scope by these details:

1. The Independent Variable in this research is Online Platform Reservation such as Online Travel Agent (OTA), Hotel Brand Website and WhatsApp Business Account.
2. The Dependent Variable in this research is Room Occupancy
3. The sub-dimension of Independent Variable in this study include: Online Travel Agent (OTA), Hotel Brand Website and WhatsApp Business Account.

4. This research took samples from Reservation under the Commercial Department at Conrad Bali.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion, Conrad Bali is one of the 5-star resorts in Tanjung Benoa with luxurious facilities and services offered with a total of 368 rooms, including suites, penthouses, villas, restaurants, pools, lush gardens, wedding and event venues. The exclusivities are expected to attract guests' interest in the resort to seek implementation of online platform reservations to increase room occupancy at Conrad Bali. The conclusions are as follows:

5.1.1 Implementation of online platform reservation at Conrad Bali

According to the observation and interviews, the implementation of Online Platform Reservations, including Online Travel Agents (Booking.com, Expedia, Agoda, and Ctrip.com), Hotel Brand Website, and WhatsApp Business Account over a period of 36 months, which starts from January 2021 to December 2023, has been categorized as effectively well implemented. The implementation is greatly applied by seeing the appliances of Online Travel Agents, Hotel Brand Website and WhatsApp Business Account on a daily operational in the hotel has been contributing the property to increase and maximizing room occupancy.

5.1.2 Contribution significancy of online platform reservation to room occupancy

It is shown that there is simultaneous significant impact between Online Travel Agent, Hotel Brand Website and WhatsApp Business Account towards Room Occupancy. According to the data processing results, Online Travel Agent regression coefficient is 0,337, the Hotel Brand Website is 0,200, and the WhatsApp Business Account is 0,427. In multiple linear regressions, the credibility level is 95%, with a 5% error rate (0,05). Thus, the results of H_a are accepted, and there is a significant effect on room occupancy rates between the three variables. Based on the calculation, the coefficient of determination is 99,6%, meaning that 99,6% of the room occupancy rate can be explained by an Online Travel Agent, Hotel Brand Website, and WhatsApp Business Account. Meanwhile, the rest is influenced by variables outside the model.

5.1.3 Most implemented online platform reservation that increased room occupancy

According to the comparison of each score of Effective Contribution, it can be concluded that the independent variable that has the dominant contribution to room occupancy is Online Travel Agents variable with the amount of 42,78% compared to WhatsApp Business Account variable that gives effective contribution of 28,76% as well as Hotel Brand Website variable that given the effective contribution of 28,11%. The Effective Contribution Percentage can be seen in the table below:

Table 5.1 The Effective Contribution Percentage of Online Platform Reservation

Online Travel Agents (X1)	42.78%
Hotel Brand Website (X2)	28.11%
WhatsApp Business Account (X3)	28.76%

Source: Appendices 4, Data Processed (2024)

As seen in the table above, the contribution from OTA is greater. This result is supported by the interview statement of Online Travel Agent as the highest contributor in Reservations, knowing that guests are more likely to book their reservation through a third-party application with lots of interesting promotions, benefits from membership plans, and easy access through various worldwide payment methods.

5.2 Suggestion

The author suggests maximizing the reply timing performance by allocating specific job descriptions to certain team members to create a great first impression from guests who use the WhatsApp platform to assist and expand the collaboration with Online Travel Agents, specifically worldwide agents, knowing that overseas flights have been widely available. Improving the Website performance, noticing that guests may encounter glitches in availability and promos offered that have not been interfaced through the hotel system, which causes operational errors that lead to guest dissatisfaction. Lastly, the author kindly suggests focusing on managing room availability to avoid overbooking cases, which lead to chaotic experiences for the hotel. Overall, the author suggests boosting the performances of each department so that all platforms can grow properly together.

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