

**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO  
INCREASE ROOM OCCUPANCY AT THE APURVA  
KEMPINSKI BALI**



**NI KADEK KARTIKA DEWI**

**TOURISM DEPARTMENT  
STATE POLYTECHNIC OF BALI  
BADUNG  
2022**

**THESIS**  
**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO**  
**INCREASE ROOM OCCUPANCY AT THE APURVA**  
**KEMPINSKI BALI**



**NI KADEK KARTIKA DEWI**  
**SIN 1815834037**

**TOURISM DEPARTMENT**  
**STATE POLYTECHNIC OF BALI**  
**BADUNG**  
**2022**



POLITEKNIK NEGERI BALI

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**POLITEKNIK NEGERI BALI**

Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali – 80364

Telp. (0361) 701981 (hunting) Fax. 701128

Laman: [www.pnb.ac.id](http://www.pnb.ac.id) Email: [poltek@pnb.ac.id](mailto:poltek@pnb.ac.id)

---

**STATEMENT OF ORIGINALITY**

The undersigned below,

Name : Ni Kadek Kartika Dewi  
SIN : 1815834037  
Study Program : Tourism Business Management  
Tourism Department, Politeknik Negeri Bali

I hereby declare that my thesis entitled:

**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE  
ROOM OCCUPANCY AT THE APURVA KEMPINSKI BALI**

which content is my own work, thereby free from plagiarism. Being stated, I am ready  
to bear the risk or any sanctions imposed to me in accordance with regulation.

Badung, July 2022

Who made the statement,

  
Ni Kadek Kartika Dewi

**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO  
INCREASE ROOM OCCUPANCY AT THE APURVA  
KEMPINSKI BALI**

**THESIS**

This thesis is submitted to Tourism Department of Politeknik Negeri Bali  
in Partial Fulfillment of the requirement for the Degree of  
Applied for Bachelor in Tourism



**POLITEKNIK NEGERI BALI**

**NI KADEK KARTIKA DEWI  
SIN. 1815834037**

**TOURISM DEPARTMENT  
STATE POLYTECHNIC OF BALI  
BADUNG**

**2022**

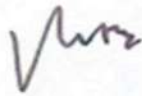
**THESIS**  
**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE  
ROOM OCCUPANCY AT THE APURVA KEMPINSKI BALI**

Proposed by:

**NI KADEK KARTIKA DEWI**  
**SIN. 1815834037**

Has been kindly approved and accepted by:

Supervisor I,



**Drs. I Ketut Astawa, MM**  
**NIP. 196107211988111001**

Supervisor II,



**Prof. Ni Made Ernawati, MATM., Ph.D**  
**NIP. 196312281990102001**

Acknowledge by,  
Head of Tourism Department,



**Prof. Ni Made Ernawati, MATM., Ph.D**  
**NIP. 196312281990102001**

## THESIS

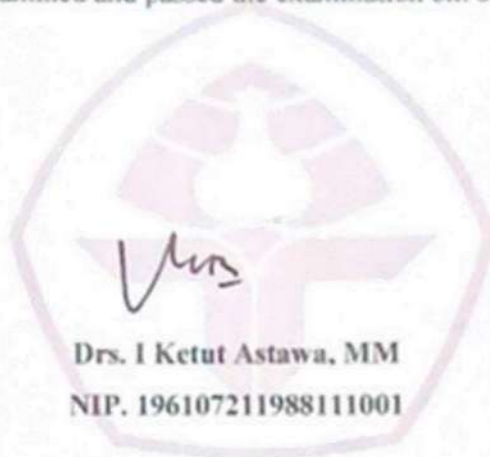
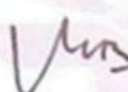
### CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE ROOM OCCUPANCY AT THE APURVA KEMPINSKI BALI

#### PAGE OF THESIS EXAMINATION VALIDATION

Has been examined and passed the examination on: July, 21<sup>st</sup> 2022

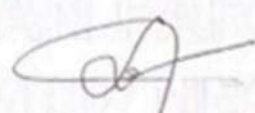
EXAMINERS:

HEAD:




Drs. I Ketut Astawa, MM  
NIP. 196107211988111001

MEMBERS:



Prof. Dr. I Putu Astawa, SE, MM  
NIP. 196609201990031002



Dra. Nyoman Mastiani Nadra, M.Par  
NIP. 196211251990032001

## PREFACE

Praise God Almighty, for his grace and blessing the writer nicely complete the research thesis entitled: **“Contribution of Online Platform Reservation to Increase Room Occupancy at The Apurva Kempinski Bali”**.

During finishing this research thesis, the writer really give her regard and thanks to those who has given support, advice and help. They are:

1. Nyoman Abdi, SE., M.eCom as Director of State Polytechnic of Bali, who has given the writer opportunity to gain knowledge at State Polytechnic of Bali.
2. Prof. Ni Made Ernawati, MATM., PhD as the Head of Tourism Department, Politeknik Negeri Bali who has given many advices and support to the writer while study at Politeknik Negeri Bali and also as the Supervisor II who has given direction, support and advice during completing this thesis.
3. Drs. I Gede Ginaya., M.Si., as the Secretary of Tourism Department, Politeknik Negeri Bali who has given many support and advices the writer while studying until finishing the thesis.
4. Dra. Ni Nyoman Triyuni, MM as the Head of Tourism Business Management Program Study, who has provided guidance and information to complete this thesis.
5. Drs. I Ketut Astawa, MM as the Supervisor I who has given directions, guidelines and suggestion to the writer for completing the research.

6. I Made Gotera and Ni Nyoman Suartini, my beloved parents and also Kusuma Hadnyani, Andra Jagaditha and my family who have supporting writer in term of prayer, moral, enthusiasm and material for completing study at Bali State Polytechnic.
7. Mr. Made Wijana as Director of Revenue, Ni Made Armini as Reservation Manager, Mr. Surya Saputra as E-commerce Manager and all staff of Reservation Department at The Apurva Kempinski Bali who have given a lot of guidance, teach and help the writer during internship period.
8. All parties that couldn't mention one by one who always support the writer during completing this thesis.

The writer realized that this thesis is not perfect enough, therefore the writer is pleased to received suggestions and constructive criticism to develop this research thesis better in the future and beneficial for many people.

Badung, March 2022

The Writer



## ABSTRAK

*Penelitian ini berfokus pada kontribusi reservasi kamar dan room occupancy dengan tujuan untuk mengetahui kontribusi platform reservasi online serta platform reservasi mana yang lebih berkontribusi terhadap room occupancy di The Apurva Kempinski Bali. Data diambil dengan metode wawancara, observasi, dokumentasi, dan studi pustaka dengan teknik analisa data yang digunakan yaitu analisis kuantitatif, analisis kualitatif serta statistic deskriptif dari data sekunder. Adapun tahapan teknik analisis data dimulai dari uji asumsi klasik, analisa regresi berganda dan uji hipotesis dengan menggunakan program SPSS 25, serta teknik statistik deskriptif. Hasil penelitian ini menunjukkan bahwa nilai  $t$  hitung dari masing –masing variabel lebih besar daripada nilai  $t$  tabelnya. Dengan demikian, ini berarti terdapat pengaruh yang signifikan dari kontribusi Online Platform Reservation pada Room Occupancy. Untuk uji  $F$ , didapatkan nilai  $F$  hitung lebih besar dari  $F$  tabel. Dimana ini berarti bahwa terdapat pengaruh yang signifikan secara simultan antara Online Travel Agent, Hotel Website dan WhatsApp pada Room Occupancy. Berdasarkan data yang diperoleh, pertumbuhan kontribusi Online Travel Agent, Hotel Website dan WhatsApp selama tahun 2019 - 2021 mengalami fluktuasi setiap tahunnya. Rata-rata pertumbuhan kontribusi Online Travel Agent pada tahun 2019 adalah 31,67%, pada tahun 2020 adalah 57,34% dan pada tahun 2021 adalah 33,41%. Sedangkan untuk rata-rata pertumbuhan kontribusi Hotel Website pada tahun 2019 adalah 22,97%, pada tahun 2020 adalah 73,92% dan pada tahun 2021 adalah 49,45%. Dan rata-rata pertumbuhan kontribusi WhatsApp pada tahun 2019 adalah 0,00%, pada tahun 2020 adalah 11,45% dan pada tahun 2021 adalah 25,85%. Diantara ketiga Online Platform Reservation, rata - rata pertumbuhan Hotel Website merupakan yang terbesar.*

*Kata Kunci: Online Travel Agent, Hotel Website, WhatsApp, Reservasi, Room Occupancy*

## **ABSTRACT**

This study focuses on the contribution of room reservation and room occupancy with the aim of knowing the contribution of the online reservation platform and which reservation platform contributes more to room occupancy at The Apurva Kempinski Bali. Data were taken by interview, observation, documentation, and literature study methods with data analysis techniques used, namely quantitative analysis, qualitative analysis and descriptive statistics from secondary data. The stages of data analysis techniques start from the classical assumption test, multiple regression analysis and hypothesis testing using the SPSS 25 program, as well as descriptive statistical techniques. The results of this study indicate that the calculated t value of each variable is greater than the t table value. Thus, this means that there is a significant influence from the contribution of the Online Platform Reservation on Room Occupancy. For the F test, the calculated F value is greater than the F table. Where this means that there is a simultaneous significant influence between Online Travel Agents, Hotel Websites and WhatsApp on Room Occupancy. Based on the data obtained, the growth of the contribution of Online Travel Agents, Hotel Websites and WhatsApp during 2019 - 2021 fluctuated every year. The average online travel agent contribution growth in 2019 was 31.67%, in 2020 it was 57.34% and in 2021 it was 33.41%. Meanwhile, the average hotel website contribution growth in 2019 was 22.97%, in 2020 it was 73.92% and in 2021 it was 49.45%. And the average growth of WhatsApp's contribution in 2019 was 0.00%, in 2020 it was 11.45% and in 2021 it was 25.85%. Among the three Online Reservation Platforms, the average growth of Hotel Websites is the largest.

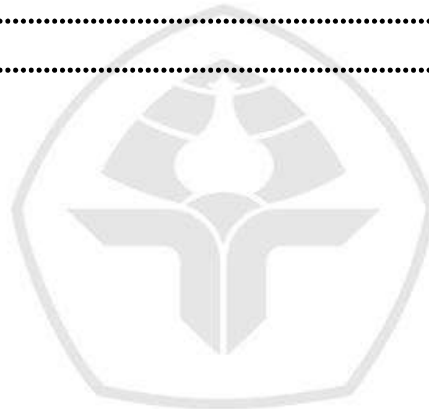
**Keywords:** Online Travel Agent, Hotel Website, WhatsApp, Reservations, Room Occupancy

## TABLE OF CONTENT

<b>COVER .....</b>	<b>i</b>
<b>THESIS .....</b>	<b>ii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>iii</b>
<b>PAGE OF THESIS SUBMISSION .....</b>	<b>iv</b>
<b>PAGE OF THESIS APPROVAL .....</b>	<b>v</b>
<b>PAGE OF THESIS EXAMINATION ANLIDATION .....</b>	<b>vi</b>
<b>PREFACE .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>ix</b>
<b>ABSTRACT .....</b>	<b>x</b>
<b>TABLE OF CONTENT .....</b>	<b>xi</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABELS .....</b>	<b>xv</b>
<b>LIST OF APPENDICES .....</b>	<b>xvi</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background.....	1
1.2 Problem Identification .....	2
1.3 Purpose of The Research .....	4
1.4 Significance of the Research .....	4
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>6</b>
2.1 Literature Review .....	6
2.1.1 Hotel .....	6
2.1.2 Contribution.....	7
2.1.3 Online Platform .....	7
2.1.4 Reservation .....	8
2.1.5 Reservation Classification .....	8
2.1.6 Source of Reservation.....	9
2.1.7 Media Reservation.....	10
2.1.8 Room Occupancy.....	11
2.2 Previous Research.....	13

2.3 Hypothesis .....	17
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>18</b>
3.1 Research Location & Period.....	18
3.2 Research Object .....	18
3.3 Variable Identification .....	18
3.3.1 Independent Variable.....	18
3.3.2 Dependent Variable .....	19
3.4 Definition of Operational Variable.....	19
3.4.1 Reservation Contribution of Online Travel Agent (X1).....	19
3.4.2 Reservation Contribution of Hotel Website (X2).....	19
3.4.3 Reservation Contribution of WhatsApp Duty Mobile (X3) .....	20
3.4.4 Room Occupancy (Y).....	20
3.5 Type and Data Source.....	20
3.5.1 Types of Data.....	20
3.5.2 Source of Data .....	21
3.6 Method of Determining Key Informant.....	21
3.7 Data Collection Method.....	22
3.7.1 Observation.....	22
3.7.2 Interview .....	22
3.7.3 Documentation.....	22
3.7.4 Literature Study .....	23
3.8 Data Analysis Technique.....	23
3.8.1 Quantitative Analysis.....	23
3.8.2 Multiple Linear Regression .....	26
3.8.3 Coefficient of Determination Test .....	27
3.8.4 Hypothesis Test .....	28
3.8.5 Qualitative Analysis.....	30
3.8.6 Descriptive Analysis.....	30
<b>CHAPTER IV RESULT AND DISCUSSION.....</b>	<b>32</b>
4.1. General Description of The Apurva Kempinski Bali .....	32
4.1.1 Brief History of The Apurva Kempinski Bali .....	32

4.1.2 Business Field.....	35
4.1.3 Hotel Facilities.....	36
4.1.4 Organizational Structure.....	52
4.2 Result and Discussion.....	55
4.2.1 Contribution of Online Platform Reservation to Room Occupancy.....	55
4.2.2Comparison of Contribution of Online Travel Agent, Hotel Website and WhatsApp at Room Occupancy.....	65
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>91</b>
5.1 Conclusion.....	91
5.2 Suggestion .....	95
<b>REFERENCES.....</b>	<b>96</b>
<b>APPENDICES .....</b>	<b>98</b>



JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI

## LIST OF FIGURES

<b>Figure 4. 1 Grand Deluxe Room .....</b>	<b>37</b>
<b>Figure 4. 2 Grand Deluxe Ocean Court .....</b>	<b>38</b>
<b>Figure 4. 3 Grand Deluxe Lagoon .....</b>	<b>38</b>
<b>Figure 4. 4 Cliff Private Pool Junior Suite.....</b>	<b>39</b>
<b>Figure 4. 5 Cliff Private Pool Ocean Junior Suite.....</b>	<b>40</b>
<b>Figure 4. 6 Ocean Front Private Pool Junior Suite.....</b>	<b>40</b>
<b>Figure 4. 7 The Apurva Prestige Suites.....</b>	<b>41</b>
<b>Figure 4. 8 The Apurva Prestige Ocean Suites.....</b>	<b>41</b>
<b>Figure 4. 9 Ocean Front Prestige Suite .....</b>	<b>42</b>
<b>Figure 4. 10 Selasar Deli .....</b>	<b>43</b>
<b>Figure 4. 11 Pala Restaurant.....</b>	<b>43</b>
<b>Figure 4. 12 Rooftop Bar .....</b>	<b>44</b>
<b>Figure 4. 13 Koral Restaurant .....</b>	<b>45</b>
<b>Figure 4. 14 Reef Beach Club.....</b>	<b>45</b>
<b>Figure 4. 15 Izakaya By OKO.....</b>	<b>46</b>
<b>Figure 4. 16 Apurva Spa.....</b>	<b>47</b>
<b>Figure 4. 17 Amala &amp; Kimaya Chapel.....</b>	<b>48</b>
<b>Figure 4. 18 Apurva Chapel .....</b>	<b>48</b>
<b>Figure 4. 19 Cliff Lounge.....</b>	<b>49</b>
<b>Figure 4. 20 Gym .....</b>	<b>50</b>
<b>Figure 4. 21 Reservation Organizational Chart.....</b>	<b>52</b>

## LIST OF TABLES

<b>Tabel 1. 1 Number of Foreign Tourist Visit to Bali in 2017 - 2021.....</b>	<b>1</b>
<b>Tabel 4. 1 Normality Test Result.....</b>	<b>56</b>
<b>Tabel 4. 2 Heteroscedasticity Test Result .....</b>	<b>57</b>
<b>Tabel 4. 3 Multicollinearity Test Result.....</b>	<b>58</b>
<b>Tabel 4. 4 Autocorrelation Test Result .....</b>	<b>59</b>
<b>Tabel 4. 5 Multiple Linear Regression Result .....</b>	<b>60</b>
<b>Tabel 4. 6 T-Test Result.....</b>	<b>61</b>
<b>Tabel 4. 7 F-Test Result .....</b>	<b>63</b>
<b>Tabel 4. 8 Coefficient of Determination Test Result.....</b>	<b>64</b>
<b>Tabel 4. 9 Contribution of Online Travel Agent to Room Occupancy at The Apurva Kempinski Bali in 2019.....</b>	<b>66</b>
<b>Tabel 4. 10 Contribution of Online Travel Agent to Room Occupancy at The Apurva Kempinski Bali in 2020.....</b>	<b>69</b>
<b>Tabel 4. 11 Contribution of Online Travel Agent to Room Occupancy at The Apurva Kempinski Bali in 2021.....</b>	<b>72</b>
<b>Tabel 4. 12 Contribution of Hotel Website to Room Occupancy at The Apurva Kempinski Bali in 2019.....</b>	<b>75</b>
<b>Tabel 4. 13 Contribution of Hotel Website to Room Occupancy at The Apurva Kempinski Bali in 2020.....</b>	<b>78</b>
<b>Tabel 4. 14 Contribution of Hotel Website to Room Occupancy at The Apurva Kempinski Bali in 2021.....</b>	<b>81</b>
<b>Tabel 4. 15 Contribution of WhatsApp to Room Occupancy at The Apurva Kempinski Bali in 2019.....</b>	<b>84</b>
<b>Tabel 4. 16 Table 4. 15 Contribution of WhatsApp to Room Occupancy at The Apurva Kempinski Bali in 2020.....</b>	<b>85</b>
<b>Tabel 4. 17 Contribution of WhatsApp to Room Occupancy at The Apurva Kempinski Bali in 2021.....</b>	<b>86</b>
<b>Tabel 4. 18 The growth of the contribution of Online Travel Agent, Hotel Website and WhatsApp on room occupancy at The Apurva Kempinski Bali.....</b>	<b>89</b>

## **LIST OF APPENDICES**

**Appendices 1. Interview Guidelines**

**Appendices 2. Interview Result**

**Appendices 3. Data Tabulation**

**Appendices 4. IBM SPSS Statistic 25 Data Analysis Result**

**Appendices 5. Tabel of Durbin Watson**

**Appendices 6. Distribution the Value of T-tabel**

**Appendices 7. Distribution f Percentage Point (probability = 0.05)**

**Appendices 8. Contribution of Online Travel Agent**

**Appendices 9. Contribution of Hotel Website**

**Appendices 10. Contribution of WhatsApp**

**Appendices 11. Interview Documentation**





## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

The tourism industry is one of the industries that supports the potential of a sustainable growth sector. Bali is one of the provinces that for years has been known as one of the favorite tourist destinations for foreign and domestic tourists. Tourist visits, both domestic and foreign, have an impact on the growth of tourism in Bali. To support tourist satisfaction during tourist activities, tourist needs must be met starting from accommodation, transportation and restaurants. Hotels are one of the accommodation options chosen by tourists, therefore Bali has many hotels ranging from 1 star to 5 star. Not surprisingly the number of foreign tourists visiting Bali continues to increase, but due to the impact of COVID-19, there has been a decline in the number of foreign tourists to Bali in the last 2 years. This can be seen from the data on foreign tourist visits for the last five years based on data from the Bali Central Statistics Agency.

**Tabel 1. 1 Number of Foreign Tourist Visit to Bali in 2017 - 2021**

Year	Number of Tourist	Increased
2017	5,697,739	15.62%
2018	6,070,473	6.54%
2019	6,275,210	3.37%
2020	1,069,473	-82,96%
2021	51	-100.00%

Source: Bali Central Statistics Agency, 2021

Based on the table above, the number of foreign tourists who came to Bali in 2017 – 2019 continued to increase. However, at the beginning of 2020 the world was hit by an outbreak of a disease known as the Corona Virus or Covid 19, causing a decrease in the number of foreign tourists visiting Bali and a drastic decline in 2021. This pandemic has also affected many sectors, one of which is the tourism sector. Tourism in the world experienced a drastic decline, the same as in Indonesia which also experienced a decline in the tourism sector, especially in Bali. Many hotels in Bali have had to close their businesses to reduce expenses. However, there are also many 5-star hotels that have stayed afloat during this pandemic and maintained their room occupancy rates.

The strategy applied to survive in the pandemic era is to involve the internet a lot to support promotional activities because currently we live in a world that cannot be separated from the internet, and business occupies the top position in internet utilization, regardless of sector. In selling products, marketing strategy is one of the important capital that must be owned by a hotel which will be able to achieve the targets and goals that have been previously set within a company. Along with technological advances, marketing strategies or marketing activities can be carried out by utilizing digital media or digital marketing. Digital marketing is one of the strategies in marketing activities (including branding) that uses various web-based digital media such as blogs, websites, emails, and social media so that they can reach a wider market share with unlimited time (Yanti, 2019)

Social media in the hospitality industry has become a source for marketing products such as rooms, breakfast, lunch and dinner, buffets, spas and other amenities to consumers. Social networks act as a bridge between users and visitors or visitors and help them communicate with each other online to share their information and opinions about the hotel (Parvez et al., 2018). According to Becker et al., (2015) the application of digital marketing consists of several dimensions consisting of websites, search engine optimization (SEO), pay per click (PPC), online affiliation, online public relationships, social media, email and customer relationships. management. Most hotels have implemented marketing activities through digital marketing to increase room occupancy. In line with research from Noviandari et al., (2018) hotel websites and online travel agencies contribute directly to room occupancy and hotel revenue.

One of the 5-star hotels The Apurva Kempinski Bali, which is located in the Sawangan area, Nusa Dua, under the auspices of the international brand Kempinski, is one that utilizes the contribution of digital marketing in increasing its room occupancy by applying online reservation platforms such as the Hotel Website, making online affiliations. by collaborating with several Online Travel Agents (OTA) including booking.com, agoda.com, expedia, tiket.com and Traveloka as well as by using Whatsapp for the room reservation process. WhatsApp is used in the room booking process because WhatsApp is one of the messaging apps that allows users to send messages, documents, photos and video calls for free. Already, WhatsApp has started developing WhatsApp marketing to make it easier for business people to sell their

products. Moreover, the reason for WhatsApp marketing is that many customers use the application and using WhatsApp is more personal and practical. In line with research from Rahartri (2019) WhatsApp is a practical and timely replacement for SMS for sending messages. WhatsApp is superior to other chat apps because it is simple and intuitive. WhatsApp app is very light, save battery and can save internet data.

Based on the description above, the author is interested in knowing how the contribution of online platform reservations with the title "Contribution of Online Platform Reservation to Increase Room Occupancy at The Apurva Kempinski Bali".

## **1.2 Problem Identification**

Based on the background above, the issues that can use as a problem is follows:

1. How does the online platform reservation contribute to increasing room occupancy at The Apurva Kempinski Bali?
2. Which online platform reservation contributed the most to increase room occupancy at The Apurva Kempinski Bali?

## **1.3 Purpose of The Research**

Based on the problem identification, the purpose of this research is as follows:

1. To find out the contribution of online platform reservation to increasing room occupancy at The Apurva Kempinski Bali
2. To find out which online platform reservation contributed the most to increasing room occupancy at The Apurva Kempinski Bali

## **1.4 Significance of the Research**

The benefits of this research can be divided into theoretical benefits and practical benefits, namely:

1. Theoretical Significance

Theoretically, this research is expected to be able to provide insight and knowledge of tourism development, especially in terms of reservations.

## 2. Practical Significance

It is hoped that it can expand and deepen knowledge in the field under study and be able to identify problems and solutions, especially in the field of reservations.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the results of the research and discussion in the previous chapter, can be concluded as follows:

1. The Contribution of Online Travel Agents to Room occupancy at The Apurva Kempinski Bali, the t-count value greater than the t-table value. Based on these findings, the Online Travel Agent contribution for the period 2019-2021 has a significant influence on The Apurva Kempinski Bali's room occupancy rate. This significant effect indicates that the Online Travel Agent variable (X1) has a significant effect on the Room Occupancy (Y) variable, and that as the contribution of the online travel agency increases, the room occupancy rate also increases. Agoda, Booking.com, Expedia, Tiket.com and Traveloka, are the dominant online travel agencies who gave contribution from 2019 to 2021.

The contribution of Online Travel Agents to the room occupancy rate at The Apurva Kempinski Bali for the period 2019-2021 fluctuates every month. However, the average contribution of Online Travel Agents has increased every year. In 2019 the largest online travel agent contribution growth occurred in June with a percentage of 179,57% this is because June is a school holiday time for the Indonesian people, as stated by E-Commerce Manager The Apurva Kempinski Bali and the growth of online

contributions The smallest Travel Agent occurred in November with a percentage of -23,89%, this is because, this month is a low season period. he largest online travel agent contribution growth in 2020 occurred in August with a percentage of 452,17%, August was the climax of the High Season which is the holiday season for tourists and the smallest percentage growth occurred in February with a percentage of -54,90%. This happened because in February 2020 the Covid-19 virus was detected for the first time in Indonesia and the government appealed to limit people's mobility. In 2021 the largest online travel agent contribution growth occurred in October with a percentage of 168,57%, the largest growth occurred in October 2021 due to the Kempinski itself, this month there were many weddings, so room night increased this month and the percentage of contribution growth The smallest online travel agent occurred in July with a percentage of -80,90%, this month's percentage being the smallest because this month is the month of the low season period.

With an average room occupancy rate of 5.962 room nights, Online Travel Agent's average contribution growth in 2019 was 31,67%. The average online travel agent contribution growth in 2020 is 57,34%, with a 3.983 room occupancy rate. Finally, the average contribution growth of online travel agents in 2021 is 33,41%, and the average room occupancy rate is 6,264 room nights.

The Contribution of Hotel Website to Room occupancy at The Apurva Kempinski Bali, the t-count value is greater than the t-table value. Based on these findings, the Hotel Website Contribution for the period 2019-2021 has a significant influence on

The Apurva Kempinski Bali's room occupancy rate. This significant effect indicates that the Hotel Website variable (X2) has a significant effect on the Room Occupancy (Y) variable, and that as the contribution of the Hotel Website increases, so will the Room Occupancy Rate.

The contribution of the Hotel Website to the room occupancy rate at The Apurva Kempinski Bali for the 2019-2021 period fluctuates month by month. In 2019, the largest Hotel Website contribution growth occurred in March with a percentage of 97,87%, as this month coincided with Nyepi Day, and guests wanted to experience the atmosphere of Nyepi in Bali. The smallest Hotel Website contribution growth occurred in June with a percentage of -46,72%. The largest percentage growth for Hotel Websites in 2020 occurred in July with a percentage of 260,00%, because people already believe that The Apurva Kempinski Bali is difficult to be a safe place to stay even though Covid is still haunting, and the smallest percentage growth occurs in October with a percentage of -55,88%, because October is a month with a low season period. In 2021, the largest Hotel Website contribution growth occurred in September with a percentage of 300,00%, owing to the high number of group meetings held during this month. The smallest percentage increase in Hotel Website contribution growth occurred in July, with a percentage of -76,00%.

With an average room occupancy rate of 5.962 room nights, the average growth of the Hotel Website contribution in 2019 was 0,23%. The average growth of the Hotel Website contribution in 2020 is 73,92%, with a room occupancy rate of 3.983. Finally,



in 2021, the average growth of the Hotel Website contribution is 49,45%, with a room occupancy rate of 6.264 room nights.

The Contribution of WhatsApp to Room occupancy at The Apurva Kempinski Bali, the t-count value is greater than the t-table value. According to these findings, WhatsApp's contribution for the 2019-2021 period has a significant impact on the room occupancy rate at The Apurva Kempinski Bali. This significant effect indicates that the WhatsApp variable (X3) has a significant effect on the Room Occupancy (Y) variable, and that as WhatsApp's contribution increases, so will the Room Occupancy Rate.

The contribution of WhatsApp to the room occupancy rate at The Apurva Kempinski Bali for the 2020-2021 period fluctuates month by month. WhatsApp was only used in October 2020, so it did not contribute in 2019. WhatsApp's largest contribution growth in 2020 occurred in November with a percentage of 110,71%; although it was only used to facilitate interaction with guests, many guests used WhatsApp to confirm bookings this month. Because October is a low season month, the largest WhatsApp contribution growth in 2021 occurred in February with a percentage of 184,00%, and the smallest WhatsApp contribution growth occurred in July with a percentage of -50,75%.

WhatsApp's average contribution growth rate in 2020 is 11,45%, and the average room occupancy rate is 3.983. At last, WhatsApp's average contribution growth in 2021 is 25,87%, and the average room occupancy rate is 6.264 room nights.

2. In 2020, the average contribution growth of Online Travel Agents and Hotel Websites increased, while in 2021, the average contribution growth of Online Travel Agents and Hotel Websites decreased. In terms of average growth, WhatsApp's contribution will rise in 2021. When compared to the average growth of contributions from Online Travel Agents, Hotel Websites, and WhatsApp, the growth of contributions from Hotel Websites is greater. This is partly because the hotel website is linked to the Kempinski membership program, allowing the hotel to provide the lowest offer through member prices via the hotel website, as stated by Reservation Manager The Apurva Kempinski Bali. Apart from being related to membership, hotels do not have to share commissions with hotel websites, as is the case with Online Travel Agents.

## **5.2 Suggestion**

Based on the results of the data analysis, discussion, and conclusions from this study, the writer can make the following suggestions to The Apurva Kempinski Bali, the first one expanding the network of cooperation with Online Travel Agents, particularly overseas agents, given that overseas flights have been opened. The second one, improving the use of WhatsApp in the process of booking rooms for guests, given that WhatsApp is the most commonly used communication app among the general public. And last but not least pay closer attention to room availability to avoid overbooking, which can be detrimental to the hotel.

## REFERENCES

- Aprillia, C., Astuti, E., & Dewantara, R. (2017). ANALISIS SISTEM INFORMASI RESERVASI HOTEL (Studi Pada Sistem Informasi Reservasi Dewarna Hotel Letjen Sutoyo Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 44(1), 111–117.
- Bagyono. (2012). *Teori dan Praktik: Hotel Front Office (5th ed.)*.
- Becker, F. G., Cleary, M., Team, R. M., Holtermann, H., The, D., Agenda, N., Science, P., Sk, S. K., Hinnebusch, R., Hinnebusch A, R., Rabinovich, I., Olmert, Y., Uld, D. Q. G. L. Q., Ri, W. K. H. U., Lq, V., Frxqwu, W. K. H., Zklfk, E., Edvhg, L. V, Wkh, R. Q., ... ح. ف. اظمى. (2015). No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析 Title. In *Syria Studies* (Vol. 7, Issue 1).  
[https://www.researchgate.net/publication/269107473\\_What\\_is\\_governance/link/548173090cf22525dcb61443/download%0Ahttp://www.econ.upf.edu/~reynal/Civil wars\\_12December2010.pdf%0Ahttps://think-asia.org/handle/11540/8282%0Ahttps://www.jstor.org/stable/41857625](https://www.researchgate.net/publication/269107473_What_is_governance/link/548173090cf22525dcb61443/download%0Ahttp://www.econ.upf.edu/~reynal/Civil%20wars_12December2010.pdf%0Ahttps://think-asia.org/handle/11540/8282%0Ahttps://www.jstor.org/stable/41857625)
- Caliskan, S. (2013). The Contribution of Online Travel Agencies to the Profitability of Hotels : *Journal of Business and Management*, 3(1), 8–18.  
[https://www.researchgate.net/profile/Birgul\\_Kutlu/publication/274720665\\_The\\_Contribution\\_of\\_Online\\_Travel\\_Agencies\\_to\\_the\\_Profitability\\_of\\_Hotels\\_Case\\_of\\_Turkey/links/5528528f0cf29b22c9bc9c20/TheContribution-of-Online-Travel-Agencies-to-the-Profitability-](https://www.researchgate.net/profile/Birgul_Kutlu/publication/274720665_The_Contribution_of_Online_Travel_Agencies_to_the_Profitability_of_Hotels_Case_of_Turkey/links/5528528f0cf29b22c9bc9c20/TheContribution-of-Online-Travel-Agencies-to-the-Profitability-)
- Public Consultation on the regulatory environment for platforms, online intermediaries, data and cloud computing and the collaborative economy, (2015).  
[https://cnnumerique.fr/files/uploads/2015/11/PositionCNNum\\_ConsultationonplatformsEUCommission.pdf](https://cnnumerique.fr/files/uploads/2015/11/PositionCNNum_ConsultationonplatformsEUCommission.pdf)
- Ghozali Imam. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.
- Hermawan, H., Wijayanto, R., Prihatno, & Sinangjoyo, N. J. (2021). Examine the Role of Online Travel Agents. *OSF Preprints*.
- Inversini, A., & Masiero, L. (2014). Selling rooms online: The use of social media and online travel agents. *International Journal of Contemporary Hospitality Management*, 26(2), 272–292. <https://doi.org/10.1108/IJCHM-03-2013-0140>
- Jatmiko, H., & Sandy, S. R. O. (2020). Faktor – Faktor Yang Mempengaruhi Tingkat Hunian Kamar Pada Hotel Di Kota Jember. *Sadar Wisata: Jurnal Pariwisata*, 3(1), 32–40. <https://doi.org/10.32528/sw.v3i1.3371>
- Juhari. (2016). Analisis Harga Terhadap Room Occupancy. *Jurnal Bisnis Darmajaya*, 02(02), 1–12.
- Kadam, V. V., & Janvekar, D. (2020). An Analysis of The Effect of OTAS on Travel Agents in Hotel Room Bookings. *International Journal of Multidisciplinary*

- Educational Research*, 9(7), 20–30.  
[http://ijee.ieefoundation.org/vol2/public\\_html/ijeeindex/vol2/issue4/IJEE\\_03\\_v2n4.pdf](http://ijee.ieefoundation.org/vol2/public_html/ijeeindex/vol2/issue4/IJEE_03_v2n4.pdf)
- Mardiatmoko, G.-. (2020). Pentingnya Uji Asumsi Klasik Pada Analisis Regresi Linier Berganda. *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>
- Noviandari, R. N. K., Aryana, R. I. N., & Astawa, I. P. (2018). *The Analysis Internet Marketing Implementation as One of Marketing Media At The Patra Bali Resort & Villas Volume 1, Number 4, December 2018*. 1(4), 417–424.  
<http://ojs.pnb.ac.id/index.php/JASTH/article/view/1206>
- OECD. (2019). What is an “online platform”? In *An Introduction to Online Platforms and Their Role in the Digital Transformation* (pp. 19–26). OECD.  
<https://doi.org/10.1787/19e6a0f0-en>
- Parvez, S. J., Moyeenudin, H. M., Arun, S., Anandan, R., & Janahan, S. K. (2018). Digital marketing in hotel industry. *International Journal of Engineering and Technology(UAE)*, 7, 288–290. <https://doi.org/10.14419/ijet.v7i2.21.12383>
- Priyatno, D. (2013). *Mandiri Belajar Analisis Data SPSS*. Mediakom.
- Putri, E. D. H. (2018). *Pengantar Akomodasi dan Restoran* (1st ed.). Deepublish.
- Rahartri. (2019). “Whatsapp” Media Komunikasi Efektif Masa Kini (Studi Kasus Pada Layanan Jasa Informasi Ilmiah di Kawasan PUSPIPTEK) Pusat Data dan Dokumentasi Ilmiah - Lembaga Ilmu Pengetahuan Indonesia. *Visi Pustaka*, 21(2), 147–156.  
[https://www.google.com/url?sa=t&source=web&rct=j&url=https://ejournal.perp.usnas.go.id/vp/article/download/552/pdf&ved=2ahUKEwiN-4qy7I3qAhXVT30KHYwcB\\_84ChAWMAh6BAgAEAE&usg=AOvVaw0pDngziXQY2CH474N74V5p](https://www.google.com/url?sa=t&source=web&rct=j&url=https://ejournal.perp.usnas.go.id/vp/article/download/552/pdf&ved=2ahUKEwiN-4qy7I3qAhXVT30KHYwcB_84ChAWMAh6BAgAEAE&usg=AOvVaw0pDngziXQY2CH474N74V5p)
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Yanti, D. (2019). Pemanfaatan Digital Marketing dalam Industri Perhotelan di Kota Medan. *Jurnal Ilmiah Akomodasi Agung*, 6(2).  
<https://doi.org/10.51827/jiaa.v6i2.37>
- Yanti, N. L. Y. K., Ernawati, N. M., & Bagiastuti, N. K. (2018). *Contribution Analysis of Reservation Through Travel Agent To Room Occupancy*. 1(2), 138–145.