POLITEKNIK NEGERI BALI

Contribution of Online Platform Reservation to Increase Room Occupancy at The Apurva Kempinski Bali

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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

Introduction

The tourism sector is an important driver for economic growth, business development and job creation (International Labour Organization, 2022). Bali is one of the provinces that for years has been known as one of the favorite tourist destinations for foreign and domestic tourists. To support tourist satisfaction while carrying out tourism activities, the needs of tourists must be met starting from the accommodation, transportation and restaurants. Tourism is one of the industries most hit by the COVID-19 pandemic, and its impact is especially felt in the informal part of this sector. The strategy applied to survive in the pandemic era is to involve the internet a lot to support promotional activities because today we live in a world that cannot be separated from the internet, and business occupies the top position in internet utilization, regardless of sector. Modern technology not only helps businesses be found online, but also helps businesses easily convert visits into revenue through online reservation systems. Hotels are one of the areas of tourism business that use the internet a lot through their reservations with many online reservation platforms. 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 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. The Apurva Kempinski Bali is one of the hotels that uses the internet a lot as an intermediary between guests and the hotel in the reservation section. Reservation is a request by a guest to obtain a desired number of rooms, which is carried out some time in advance through several sources and by various booking methods with the aim of ensuring that the guest will get a room when they arrive or check-in. From the definition of the reservation above, it can be concluded as the reservation is a request for a place, airplane, or train seat and a room reservation made several days in advance using various booking methods (Aprillia et al., 2017). In line with research from Noviandari et al., (2018) hotel websites and online travel agencies contribute directly to room occupancy and hotel revenue. The Apurva Kempinski Bali uses several online reservation platforms including collaborating with online travel agents such as Expedia, Booking.com, Agoda, Traveloka, and Tiket.com, also using a duty mobile reservation in the form of WhatsApp, in addition to using the website from Kempinski Bali and also discovery websites. In addition to online travel agents, offline travel agents also apply a paperless system in making reservations, namely via email and also an extranet from the offline travel agent itself.

Methodology

The research was conducted at The Apurva Kempinski Bali, located at Lot 4, Jl. Raya Nusa Dua Selatan, kawasan Sawangan, Kuta Selatan. This study uses quantitative analysis with data collection that includes observations, interviews related to the formulation of the problem under study and documentation. Descriptive studies are studies aimed at investigating or revealing existing symptoms, phenomena, or social realities. Attempts to describe a set of variables related to the problem and the entity under investigation (Samsu, S.Ag., 2017). The method of determining informant used purposive sampling is sampling method that is guided by considerations of the research purpose (Sugiyono, 2014). The types of data that used in this study are primary data and secondary data. The primary data was taken by cundacting interviews with Manager of Reservation and E-commerse Manager, while the secondary data was data the number of total reservations through online platform reservation every month from 2019 – 2021. The data analysis technique used in this research are multiple linier regression, hypothesis test, coefisient of determination test.

Results and discussions

Nornality Test

According to Priyatno (2013) normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not. The One Sample Kolmogorov Smirnov Test was used to conduct the normality test in this study. The following are the results of the normality test:

Tabel 1. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters	Mean	0,0000000
	Std. Deviation	7,96021250
Most Extreme Differences	Absolute	0,095
	Positive	0,095
	Negative	-0,066
Test Statistic		0,095
Asymp. Sig. (2-tailed)		**,200**

Source: Appendices 4, 2021 (Data processed)

According to the table above, the significance value of Asymp. Sig. (2-tailed) is 0.200 greater than the significance value of 0.05 (0.200 > 0.05). Based on these findings, it can be summed up that the data used in this study were normally distributed.

Heteroscedasticity Test

The heteroscedasticity test determines whether there is a variance inequality from one residual to another in the regression model. The heteroscedasticity test results are shown below

Tabel 2. Heteroscedasticity Test Result

		Coefficients^a				
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,002	0,000		3,391	0,002
	OTA	0,000	0,000	-0,319	-1,724	0,095
	Hotel Website	0,000	0,001	0,101	0,559	0,581
	WhatsApp	-0,003	0,004	-0,141	-0,787	0,437

a. Dependent Variable: Abs_Res2

Source: Appendices 4, 2021 (Data processed)

According to the table above, the significance value of Asymp. Sig. (2-tailed) is 0.200 greater than the significance value of 0.05 (0.200 > 0.05). Based on these findings, it can be summed up that the data used in this study were normally distributed.

Multicollinearity Test

This test is used to determine whether the independent variables in a regression model are perfectly or nearly perfectly related to one another. The results of the multicollinearity test are as follows:

Tabel 3. Multicollinearity Test Result

		Coefficients^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,806	2,494		1,526	0,137		
	OTA	0,022	0,005	0,522	4,353	0,000	0,228	4,379
	Hotel Website	0,086	0,025	0,416	3,473	0,001	0,229	4,362
	Whatsapp	0,093	0,018	0,301	5,219	0,000	0,988	1,013

a. Dependent Variable: Hotel Occupancy

Source: Appendices 4, 2021 (Data processed)

According to the table above, the VIF value for the Online Travel Agent (X1) variable is 4.379, which is less than 10 (4.379 < 10); the VIF value for the Website Hotel variable (X2) is 4.362, which is less than 10 (4.362 < 10); and the WhatsApp variable (X3) is 1.013, is much less than 10 (1.013 < 10). These three variables emit results that are less than 10. Meanwhile, the tolerance value for the Online Travel Agent (X1) variable is 0.228, which is greater than 0.1 (0.228 > 0.1); the tolerance value for the Website Hotel variable (X2) is 0.229, which is greater than 0.1 (0.229 > 0.1); and the tolerance value for WhatsApp (X3) is 0.998, which is greater than 0.1 (0.998 > 0.1). The sum of these three variables' values is greater than 0.1. Based on the VIF and tolerance values addressed above, it can be concluded that there is no multicollinearity symptom.

Autocorrelation Test

This test is used to determine whether there is a correlation in the regression model between the residuals in one observation and the residuals in another. The following are the autocorrelation test results:

Tabel 4. Autocorrelation Test Result

			Model Summary[b]			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,946[a]	0,895	0,885	8,325	1,942
a. Predictors: (Constant), Whatsapp, Hotel Website, OTA					
b. Dependent Variable: Hotel Occupancy					

Source: Appendices 4, 2021 (Data processed)

The Durbin Watson value is **1.942** based on the above test results. Furthermore, with α = 0.05, the Durbin Watson value will be compared to the value of the Durbin Watson table. The Durbin Watson table can be seen in appendix 5.

Autocorrelation does not occur under the following conditions:

(4-DW) > DU < DW   (1)

DW = 1,942 ;DU = 1,6539 ; DL = 1,2953

= (4-DW) > DU < DW

= (4 − 1,942) > 1,6539<1,942

= **2,058 > 1,6539<1,942**

According to the calculations above, it can be concluded that there is no autocorrelation problem in this research.

Multiple Linier Regression

Table 5. Multiple Linier Regrssion Test Result

		Coefficients[a]				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,806	2,494		1,526	0,137
	OTA	0,022	0,005	0,522	4,353	0,000

Hotel Website	**0,086**	0,025	0,416	3,473	0,001
Whatsapp	**0,093**	0,018	0,301	5,219	0,000
a. Dependent Variable: Hotel Occupancy					

The regression equation can be derived from these results as follows:

$$Y = a + 0,022 \ X1 + 0,086 \ X2 + 0,093 \ X3 + e \qquad (1)$$

1. The constant (a) of 3.806 states that if there are no Online Travel Agent (X1), Hotel Website (X2), as well as WhatsApp (X3) variables, therefore, the Hotel Occupancy (Y) value is 3,806.
2. The regression coefficient value of the OTA variable (X1) is 0.022, which means that if OTA increase by 1%, Hotel Occupancy will increases by 0,022%.
3. The regression coefficient value of the Website Hotel variable is 0,086, which means that a 1% increase in the Website Hotel will increase Hotel Occupancy by 0.086%.
4. The regression coefficient value of the WhatsApp variable (X3) is 0,093, which means that a 1% increase in WhatsApp will increase Hotel Occupancy by 0,093%.

T- Test

The t-test aims to show how far the influence of an independent variable is individually in explaining the dependent variations (Ghozali, 2016).

Table 6. T-Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,806	2,494		1,526	0,137
	OTA	0,022	0,005	0,522	4,353	0,000
	Hotel Website	0,086	0,025	0,416	3,473	0,001
	Whatsapp	0,093	0,018	0,301	5,219	0,000
a. Dependent Variable: Hotel Occupancy						

The following formula is used to calculate the t-table value:

$$Df = n-k-1 \qquad (2)$$
$$= 36-3-1$$
$$= 32$$
$$t \ table = 2,037$$

The results of the regression research show that the t-value for the Online Travel Agent variable is 4,353, this means that the t-count value is greater than the t-table value 2,037. And the value of sig is 0,000 and less than 0,05. Based on the t-count and sig values, it can be concluded that Online Travel Agent variable has a significant effect on the dependent variable. The t-value for Hotel Website variable is 3,473, it means the that the t-count value is greater than the t-table value 2,037. And the value of sig is 0,001 and less than 0,05. Based on the t-count and sig values, it can be concluded that Hotel Website variable has a significant effect on the dependent variable. And t-value for Hotel Website variable is 5,219 it means the that the t-count value is greater than the t-table value 2,037. And the value of sig is 0,000 and less than 0,05. Based on the t-count and sig values, it can be concluded that WhatsApp variable has a significant effect on the dependent variable.

F – Test

Table 7. F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18864,448	3	6288,149	90,731	,000[b]
	Residual	2217,774	32	69,305		
	Total	21082,222	35			

a. Dependent Variable: Hotel Occupancy

b. Predictors: (Constant), Whatsapp, Hotel Website, OTA

The following formula will be used to calculate the value of Degree of Freedom with a significant level of = 5%:

Df Numerator	= k-1	(3)
	= 4-1	
	= 3	

Df Denominator	= n-k
	= 36-3
	= 33

The calculated F value is 90.731 > F table 2.89, and the sig value is 0.000, which is less than 0.05 based on the table above. Thus, Ha is accepted, and it can be concluded that there is a significant effect on room occupancy rates between Online Travel Agencies, Website Hotel, and WhatsApp.

Coefisient of Determination Test

Table 8. Coefisient of Determination Test Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,946[a]	0,895	0,885	8,325

a. Predictors: (Constant), Whatsapp, Hotel Website, OTA

The following formula will be used to calculate the coefficient of determination:

KD	= R^2 x 100%	(4)
	= 0,895 x 100%	
	= 89,5%	

According to the calculation above, the coefficient of determination is 89.5%. It means that 89.5% of the room occupancy rate can be explained by Online Travel Agent, Website Hotel, and WhatsApp. Meanwhile, the rest is influenced by variables outside the model.

Growth of the Contribution of Online Platform Reservation

The graph above is a graph of the average contribution growth from Online Travel Agents, Hotel Website and WhatsApp for the last 3 years, 2019, 2020 and 2021, it can be seen that the average of the three online reservation platforms fluctuates every month in every year. Based on the graph above, the average online travel agent contribution growth in 2019 was 31,67% with a total room sold of 10.832 room nights. In 2020 the average contribution growth increased to

57,34% with a total room sold of 7.372 room nights. In 2021 the average growth actually decreased to 33,41% with a total contribution of 7.428 room sold room nights.
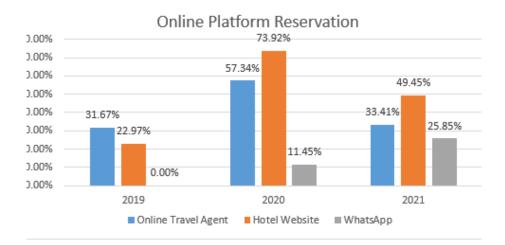
Table 9. Growth of Contribution of Online Platform Reservation

Conclusions

The regression study indicated t values of 4.353 for the Online Travel Agent variable, 3.473 for the Website Hotel variable, and 5.219 for the WhatsApp variable. The three variables' t-count values are higher than the t-table value of 2.037. Meanwhile, the sig value for the Online Travel Agent variable is 0.000, 0.001 for the Website Hotel variable, and 0.000 for the WhatsApp variable. The sig value for all three variables is less than 0.05. Based on the t-count and sig values, it can be concluded that each variable has a significant effect on the dependent variable.

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. The last, the average contribution growth of online travel agents in 2021 is 33,41%, and the average room occupancy rate is 6,264 room nights.

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

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.

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