

Contribution Of Online Platform Reservation To Increase Room Occupancy At Le Grande Bali

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Abstract: This study entitled "Contribution Of Online Platform Reservation To Increase Room Occupancy At Le Grande Bali" which was carried out with the aim of knowing the contribution of Online Platform Reservation consisting of Online Travel Agent, Hotel Website and WhatsApps Duty Mobile variables on room occupancy rates at Hotel Le Grande Bali, as well as to find out which online platform has the most contribution in increasing the room occupancy rate. Data collection methods used are observation, interviews and documentation studies. The data analysis technique used is qualitative analysis, and descriptive statistics from secondary data. Based on the results of data processing that has been carried out, the average contribution of Online Travel Agents in 2019 was 16.61%, in 2020 it was 79.82% and in 2021 it was 19.07%. The average contribution of Hotel Websites in 2019 was 111.45%, in 2020 it was 76.35% and in 2021 it was 25.40%. Meanwhile, the average contribution of WhatsApp Duty Mobile in 2019 was 29.30%, in 2020 it was 23.27% and in 2021 it was 13.46%. In 2019 the Hotel Website experienced the highest contribution growth, in 2020 the Online Travel Agent experienced the highest contribution growth, while in 2021 the Hotel Website again experienced the highest contribution development. Furthermore, overall, starting from 2019-2021 reservations through the Hotel Website have the most dominant contribution to the room occupancy rate at Le Grande Bali. In an effort to increase the room occupancy rate, it is better if Le Grande Bali optimizes the Hotel Website as a medium to increase the room occupancy rate at Le Grande Bali and Placing Online Travel Agents as a second priority in terms of improving strategies to increase room occupancy rates.

Keywords: Online Platform, Online Travel Agent, Hotel Website, WhatApps Duty Mobile, Room Occupancy.

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Introduction

Bali is very famous for its beautiful tourism, even more in the era of revolution industry 4.0 it seems like the world is borderless, the easier of accessing information make the name of Bali more famous in all around the world. The role of the development of technology and communication in the era of the industrial revolution 4.0 also plays a role in encouraging the development of the tourism industry. (Laba, Semara et al, 2018). The advances of industrial revolution 4.0 also give the influence on the way tourists arrange for their trip, such as in the term of booking hotel room, which are more practical and can be done in a short time, by downloading online booking application or visit the official website. According to Agusli, D., & Kunto (2013), hotels are businesses that rely on property buildings most of the buildings are intended for staying guests, where guests receive services and use the facilities by paying. Hotels have characteristics, namely having a restaurant managed by the management of the hotel. Based on the changes in tourist behavior on arranging their trip, Le Grande Bali develops their business by using social media as a medium of hotel reservation. Before it Le Grande Bali only focused on Online Travel Agent and Hotel Website with the aim to increase room occupancy, room occupancy is very important to measure the success of the hotels itself.

According to Budi (2013:113) several factors need to be considered by the hotel management to increase the room occupancy rate, such as location, hotel facilities, interior, and exterior appearance, service, room prices, and cleanliness. According to Wachyuni (2018), reservation based on the process, there are two types of reservations that can be made namely Online reservation and Offline reservation. In the last five years there has been a very drastic decrease in the number of Online and Offline reservation as well as room occupancy. Furthermore we know in pandemic situation Offline Travel Agent are mostly closed, so the Online Travel Agent being more important to use, but in reality from the data in 2021 the number of reservation from Online Platform is decreasing significantly. Hotel needs Online Platform to increase room occupancy although the number of reservation from Online Platform is not as much as Offline Reservation Platform. Hotel still needs an Online Platform to retain their guests and to attract new

customer in a wider ranges, also to provide various stay option to the guest. The flow of room occupancy changes during thus five month can be seen on the table 1.

Table 1. Contribution of Online Platform and Offline at Le Grande Bali in 2017-2021

Years	Platform	TOTAL YTDR	Rooms Occupancy	Contribution
2017	ONLINE PLAT-FORM	40137	58.67%	12.927
2018		43202	63.16%	14.267
2019		29700	39.95%	11.389
2020		11148	16.13%	6.508
2021		13983	20.11%	5.379
2017	OFFLINE PLATFORM	40137	58.67%	27.21
2018		43202	63.16%	28.935
2019		29700	39.95%	18.311
2020		11148	16.13%	4.64
2021		13983	20.11%	8.604

Source: Data Process (2022)

Based on the Table 1, it is known that there has been a very drastic decrease in the number of online and offline platform reservations from 2019 to 2021, as well as the room occupancy rate, and the changes occurred in the number of online platforms and offline platform reservations is along with changes in room occupancy rates. The number of online platforms and offline platform reservations is along with changes in room occupancy rates. Furthermore, it also can be seen that over the last five years online platforms have contributed less to room occupancy and offline platforms have contributed more to room occupancy. Although the contribution of online reservation platforms in terms of reservation number is not as much as offline reservation platforms, the hotel still needs an online platform to retain their customers, as well as to attract new customers in a wider range. The online platforms are very much needed by the hotel to provide various stay options for tourists, especially in terms of choosing room rates. Meanwhile, through social media, hotels usually issue many special promos within a certain period that can be enjoyed by tourists through direct bookings on the social media application which then room reservations will be followed up by staff reservations via the WhatsApp, is the reason why the author was motivated to carry out this thesis entitled, "Contribution Of Online Platform Reservation To Increase Room Occupancy At Le Grande Bali".

Method

The types of data used in this study are divided into two types which are Quantitative data is data in the form of numbers that can be calculated and Qualitative data is data that is presented in the form of verbal words rather than number (Berutu, 2017). This study uses primary and secondary data. Primary data is data collected directly by researchers without going through a third party by using interviews, direct observation, and distributing questionnaires (Sugiyono, 2018:225). Meanwhile, Secondary data is a data source that does not directly provide data to data collectors, for example through other people or documents until it is obtained by researchers and collected by someone else for a purpose other than the researcher's current project (Sugiyono, 2016). Primary data itself is describe by observation technique which researcher done within six month at Le Grande Bali. In addition to increase data validation, researcher done several interviews with Sales Manager, E-Commerce Manager as well as Reservation Supervisor. Therefor the secondary data can be describe as data by the form of the number of room reservations through the Online Platform Reservation and the room occupancy rate for the last three years (2019-2021).

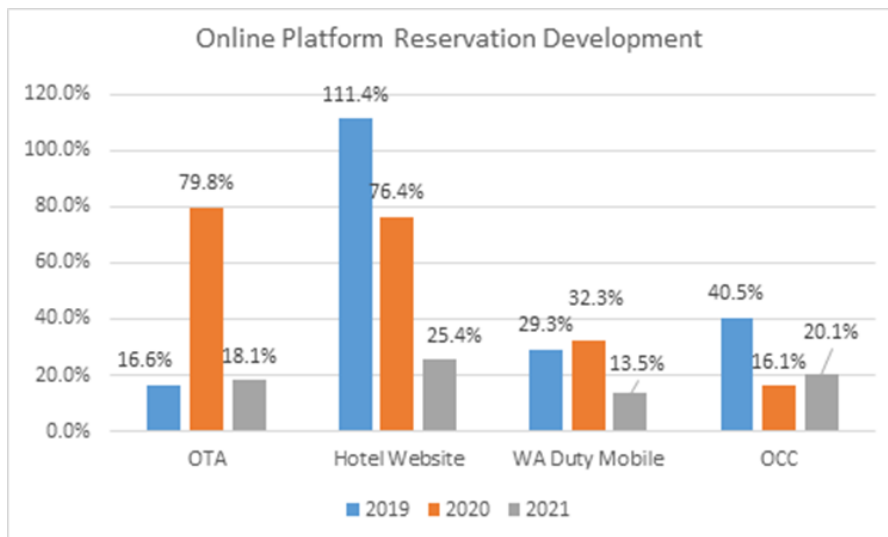
To find out the contribution of the Online Platform Reservation to Room Occupancy, a qualitative research method is used in the form of the Statistic Descriptive using the Microsoft Excel software data operation application, in the form of tables to calculate and describe the growth of Online Platform Reservations every year. Quantitative analysis is an analytical process carried out with a statistical approach to express knowledge using data in the form of numbers as a tool to analyze information about the information you want to know. (Sujarweni, 2015:39). Meanwhile descriptive statistics are statistics used to analyze the data obtained by describing it as it is without intending to make generally accepted conclusions or generalizations (Skholikhah, 2016).

Result and Discussion

Development of Online Reservation Platforms (Online Travel Agents, Hotel Websites, and WhatsApp Duty Mobile)

According to Kotler and Keller (2016), a promotion mix is a combination of promotional elements in which this promotional strategy is the most considered for realizing the company's goal of making a profit. The elements of the promotion mix also known as the communication mix consist of advertising personal selling, sales promotion, direct marketing, and public relations which the company uses as a tool to communicate with the customers. Then Zeithaml and Bitner(2013) stated that promotion is one element of the marketing mix's activities, promotion is a place for companies to disseminate information about the products offered to customers. Which is where the level of effectiveness will affect the image of the company. Implementation of this strategy are related to the channel or platform that used by the hotel. Based on figure 1 above in 2019 the Hotel Website contributed the most to room occupancy, one of which was due to the success of the "Stay and Play Package" promotion in collaboration with New Kuta Golf, where the location of the hotel is surrounded by a golf course is indeed one of the unique selling points of Hotel le Grande. Bali. In addition, in 2019 international borders for for-ign tourists are still operating normally, this situation of course, affects room reservations through the Hotel Website because reservations through the Hotel Website are more dominated by foreign tourists. Then in 2021, the Hotel Website contributed the most to room occupancy because according to an interview with the E-Commerce Manager in 2021 the hotel began to adapt to the Covid-19 pandemic because of travel restrictions where international borders were closed so that it did not allow foreign tourists to come to Bali. For this reason, hotel management offers attractive promos in the form of stay packages for long-stay guests, namely "Work From Bali". This is a hotel strategy to attract domestic tourists and foreign tourists who cannot return to their country to make room reservations through the Hotel Website.

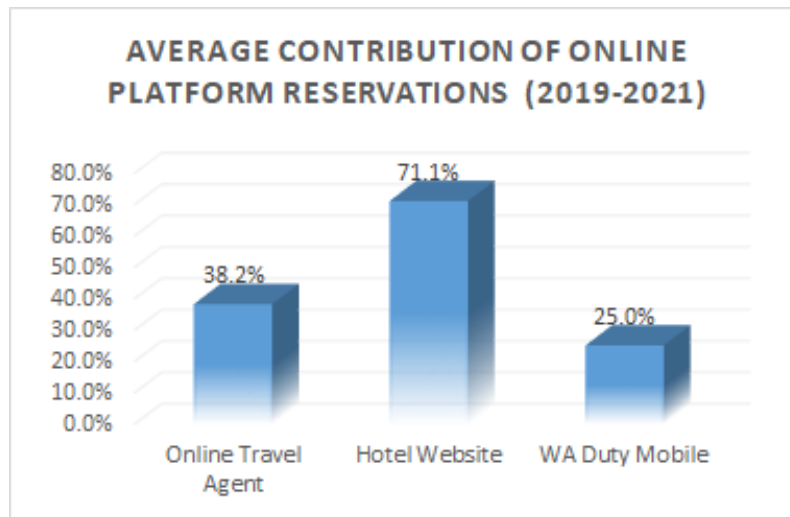
Meanwhile, in 2020 when hotels are in the lowest occupancy percentage throughout 2019-2021, Online Travel Agents can provide the highest contribution to room occupancy. According to an interview with E-commerce manager Le Grande Bali, this is because in 2020 many Online Travel Agents make big discount promos such as Epic Sale from Traveloka, Flash Sale from Booking.com and Agoda, and Harga Gledak from Tiket.com. Even though the profits obtained are not as much as direct sales or when not participating in campaigns from Online Travel Agents, the hotel management decides to participate in many campaigns created by Online Travel Agents to keep hotels operating during the Covid-19 Pandemic which has begun to spread throughout in Indonesia.



Source: Processed Data (2022)

Figure 1. Online Platform Reservation Development Since 2019-2021

Based on Figure 2 above, it can be seen that the average reservation for three years (2019-2021) through Online Travel Agents by 38.2%, Hotel Websites by 71.1%, while WhatsApp Duty Mobile by 25.0%. The data on the figure 4.3 above can be explained that Reservations through the Hotel Website contribute to the highest reservation growth when compared to Online Travel Agents and WhatsApp Duty Mobile. This is because the reservation growth generated is the most stable every month for three years starting from 2019-2021, this is also because the prices and offers provided by Hotel Le Grande Bali through the official website are static or fixed and do not allow for dynamic price changes.



Source: Processed Data (2022)

Figure 2. Average Contribution Of Online Platform Reservation (2019-2021)

The data on the figure 4.3 above can be explained that Reservations through the Hotel Website contribute to the highest reservation growth when compared to Online Travel Agents and WhatsApp Duty Mobile. This is because the reservation growth generated is the most stable every month for three years starting from 2019-2021, this is also because the prices and offers provided by Hotel Le Grande Bali through the official website are static or fixed and do not allow for dynamic price changes.

The Last, there is WhatsApp Duty Mobile which is in third position with an average contribution for three years (2019 – 2021) of 25.0%. Booking a room via WhatsApp Duty Mobile is indeed a little less desirable for potential customers who want to book a room, this is because customers have to wait for the hotel to reply to messages and confirm their order for some time, so it is not practical like Online Travel Agents and Hotel Websites that can operate automatically.

Conclusion

The average growth of the reservation from Online Travel Agent, Hotel Website and WhatsApp Duty Mobile contribution to the room occupancy rate at Le Grande Bali in 2019-2021 are fluctuates. There amount 16.6% contribution to the room occupancy from Online Travel Agent in 2019, 79.8% contribution on 2020, and 18.01% in 2021. There amount 111.4% contribution to the room occupancy from Hotel Website in 2019, 76.04% in 2020 and 25.04% in 2021. Next, there amount 29.03% contribution to the room occupancy from WhatsApp Duty Mobile 32.03% in 2020 and 13.03% in 2021. The average contribution from the Online Platform Reservation in 3 years (2019-2021) are, Online Travel Agent reservation is amount 38.2%, Hotel Website reservation is amount 71.1% and WhatsApp Duty Mobile is amount 25.0%.

Overall for three years (2019-2021), Hotel Websites give the highest contribution to the room occupancy if we compared to Online Travel Agents and Hotel Websites, with an average contribution amount 71.1%. Because the reservation number from Hotel Website is stable in eve-rymonth, it is related to the promotion and the price that offer to the guest from the official web-site of Le Grande Bali is also stable.

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