THE CONTRIBUTION OF RESERVATION RESOURCES TO INCREASE ROOM OCCUPANCY AT PRAMA SANUR BEACH BALI

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THESIS

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

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui kontribusi reservasi perusahaan penerbangan, kontribusi reservasi online travel agent dan membandingkan kedua kontributor tersebut terhadap peningkatan tingkat hunian kamar di Pantai Prama Sanur Bali. Metode pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan adalah statistik deskriptif dengan bantuan Microsoft Excel. Hasil penelitian menunjukkan bahwa kontribusi sumber reservasi dari perusahaan penerbangan mengalami penurunan pada setiap periodenya. Selama tiga periode, perusahaan penerbangan memberikan kontribusi 39,95%. Kontribusi sumber reservasi dari online travel agent mengalami penurunan setiap tahunnya. Selama tiga periode tersebut, online travel agent memberikan kontribusi sebesar 16,17%. Perbandingan dari sumber reservasi perusahaan penerbangan memberikan kontribusi lebih besar dibandingkan agen perjalanan online mengisi tingkat hunian kamar di Pantai Prama Sanur Bali dari Januari 2019 hingga Desember 2021. Sumber yang paling berkontribusi dari perusahaan penerbangan adalah Garuda Indonesia.

Kata kunci: Kontribusi, Reservasi, Perusahaan Maskapai Penerbangan, Agen Perjalanan Online, dan Hunian Kamar.

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ABSTRACT

This research aims to determine the contribution of airline company reservations, the contribution online travel agent reservations and compare the two contributors to increasing room occupancy rates at Prama Sanur Beach Bali. Data collection methods used are interviews, observation, and documentation. The data analysis technique used is descriptive statistics with the help of Microsoft Excel. The results of research stated that the contribution of reservation sources from airline companies decreased in each period. For three periods, the airline company contributed 39.95%. The contribution of reservation sources from online travel agents has decreased every year. During these three periods, online travel agents contributed 16.17%. The comparisons from airline company reservation sources contributed more than online travel agents filling room occupancy rates at Prama Sanur Beach Bali from January 2019 to December 2021. The most contributing source from airline companies is Garuda Indonesia.

Keywords: Contribution, Reservation, Airline Company, Online Travel Agent, and Room Occupancy.

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Denpasar, July 2022

The Writer

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CHAPTER I

INTRODUCTION

1.1. Research Background

The internet is very important in human life today because, with the internet, humans can access information without being limited by space and time. The presence of the internet also brings us to technological advances. Currently, technology is a thing that is commonly used and often affects activities in human life. The use of technology in human life has been felt in various sectors, such as the business sector, health sector, telecommunications sector, and tourism sector.

One sector affected by technological advances from various sectors is the tourism sector. The use of technology in this case also affects the behavior and interest of tourists in the tourism sector. Tourist behavior is also growing with the desire for convenience in traveling with the help of smartphones and internet access. Apart from tourists, service providers in the tourism sector also affected by technological advancements, one of which is hotels. The use of technology in hotels is felt by a new business ecosystem that involves electronic media and the internet, one of which is an online travel agent.

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An online travel agent is a travel agent that acts as a medium for online promotion and sales through a website or application based. In the world of tourism, online travel agents are an effective intermediary tool connecting tourists with properties, for example, hotels in various parts of the world. In hotel industry, online travel agents contribute quite a lot in room reservation, so online travel agents have

become one of the sources for booking rooms at hotels. One of the hotels that use online travel agents as resources for booking rooms is Prama Sanur Beach Bali.

Prama Sanur Beach Bali is a 5-star hotel on the beachfront and has direct access to Sanur beach. The hotel's strategic location with beautiful beach views has attracted foreign and domestic tourists to book a room and stay at Prama Sanur Beach Bali. In maximizing the number of arrivals and room reservations by guests to increase room occupancy, the responsible department is the Sales & Marketing Department. In this department, there is also a section that handles various matters regarding room reservations from various resources, namely the Reservation Section, which is in charge of promoting and managing the process of booking rooms by guests and other room booking sources.

The sources of room reservations owned by Prama Sanur Beach Bali to increase room occupancy rates include Airlines Company, Online Travel agents, Offline Travel agents, individuals, Government, Corporate, and MICE. Each source of room reservations at Prama Sanur Beach Bali contributes from various lines. However, two sources that have contributed significantly over the last three years from 2019 until 2021 are airline reservation companies and online travel agent reservations. In addition, it was caused by the Covid-19 pandemic in 2020, which affected the contribution of reservation sources other than airline company reservations and online travel agents is not giving maximal contribution and some even don't contribute at all.

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One of top contributor of room reservations in generating high occupancy rates at Prama Sanur Beach Bali comes from airline companies, namely Garuda

Indonesia and Citilink. Of the various airlines in the aviation world, Garuda Indonesia and Citilink are the airlines that provide a source of reservation contribution for Prama Sanur Beach Bali because these airline companies are under the same management as Prama Sanur Beach Bali, named PT. Aerowisata. So that Prama Sanur Beach Bali receives many room reservations from pilots on duty or flight attendants. Apart from these resources, other top resources contribute to room bookings, namely online travel agents. Online travel agents that work with Prama Sanur Beach Bali are Booking.com, Expedia.com, Agoda, Traveloka, Ctrip, Tiket.com, and Hotelbeds. As can be seen from the diagram below regarding the reservation resources that contribute significantly to the room occupancy rate at Prama Sanur Beach Bali:

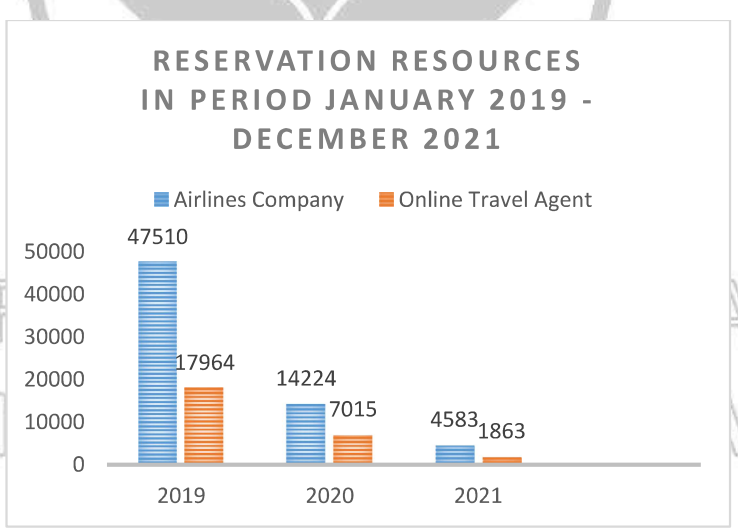

Diagram 1.1 Number of airlines and online travel agent reservation at Prama Sanur Beach Bali

Based on the chart above, the number of guests from the airlines company in 2019 was 47,510 in 2020 as many as 14,224, and in 2021 as many as 4583. The number of tourists who booked rooms through online travel agents in 2019 was

17,964. In 2020 there were 7,015, and in 2021 as many as 1,863. From these data, it indicates that there has been a decline in the last three years that has affected the room occupancy rate at Prama Sanur Beach Bali.

Based on the description above, the authors are interested in knowing how much contribution of top two reservation resources at Prama Sanur Beach Bali have made to room occupancy with the title "The Contribution of Reservation Resources to Increase Room Occupancy at Prama Sanur Beach Bali"

1.2. Problem Identification

Based on this background, the following problems can be formulated:

1. How does the airlines companies' reservation contribute to the room occupancy at Prama Sanur Beach Bali.
2. How does the online travel agent reservation contribute to the room occupancy at Prama Sanur Beach Bali.
3. How does the comparison between the contributions of airlines company reservations with online travel agents reservations to room occupancy at Prama Sanur Beach Bali.

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1.3. Purpose of the Research

Based on the above problems, the objectives of this research are as follows:

1. Analyzing the reservation contribution of the airlines company reservation to the room occupancy at Prama Sanur Beach Bali.
2. Analyzing the reservation contribution of the online travel agent reservation to the room occupancy at Prama Sanur Beach Bali.

3. Analyzing the comparison of reservations from Airlines Company and online travel agents to room occupancy at Prama Sanur Beach Bali.

1.4. Significance of the Research

The benefits that can be obtained from this research are:

1. Theoretical Significance

Research on the contribution of airline reservations and online travel agents is expected to be information, reference, and material to add insight, knowledge, and develop knowledge that will later be used in further research.

2. Practical Significance

The results of this research are expected to be a reference for the management at Prama Sanur Beach Bali to maximize the potential that comes from airlines and online travel agents to increase room occupancy and sales at Prama Sanur Beach Bali.

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CHAPTER V
CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the data that has been collected and tested on the formulation of the problem using simple descriptive statistical methods and interviews, the conclusions that can be drawn are first the research results show the average contribution from airline company reservations in 2019 is 3959 rooms or 39%, in 2020 are 1185 rooms or 50%, and in 2021 as many as 382 rooms or 43%. It shows that reservations from airline companies make a significant contribution to the room occupancy rate at Prama Sanur Beach Bali, seen from the average generated reaching 50%. The decrease in the average contribution of airline company reservations in 2020 and 2021 is the impact of the Covid-19 pandemic, which has resulted in tourism in Bali being slow and flights to Bali decreasing.

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The research results show the average contribution from online travel agent reservations in 2019 is 1497 or 15%, in 2020 are 585 rooms or 9%, and in 2021 as many as 155 rooms or 20%. It shows that online travel agent reservations significantly contribute to the room occupancy rate at Prama Sanur Beach Bali, seen from the average generated reaching 20%. The impact of the Covid-19 pandemic caused the drastic decline that occurred in 2020.

The results show that airline company reservations contribute more than reservations from online travel agents to room occupancy rates at Prama Sanur Beach Bali. This comparison can be seen from the average 2019 airline company

reservation contribution of 3959 rooms, while online travel agent reservations are 1497 rooms. In 2020 the average airline company reservation contribution was 1185 rooms, while online travel agent reservations are 585 rooms. In 2021 the average reservation contribution from airline companies was 382 rooms, while the reservation contribution from online travel agents was 155 rooms. It shows that reservations from airline companies have been more excellent for three consecutive years than reservations from online travel agents.

5.2 Suggestion

Based on the research results, it can be seen that the source of reservations from airline companies makes a more outstanding contribution to the room occupancy rate at Prama Sanur Beach Bali. The suggestions that the author can put forward based on the conclusions above are as follows:

1. The first suggestion for Prama Sanur Beach Bali is to maintain good cooperative relationships with airline companies and online travel agents to give each other the best to increase room occupancy rates.
2. The second suggestion for Prama Sanur Beach Bali is to develop the potential and also promotion of online travel agents so that they can compete in contributing to airline companies

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