

# The Contribution of Reservation Resources to Increase Room Occupancy at Prama Sanur Beach Bali

Ni Made Ayu Nita Rahayu 1\*, Made Sudiarta 2, Ni Nyoman Sri Astuti 3

1 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

2 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

3 Manajemen Bisnis Pariwisata, Pariwisata, Politeknik Negeri Bali

\*Corresponding Author: [ayunitarahayu24@gmail.com](mailto:ayunitarahayu24@gmail.com)

**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

**Informasi Artikel:** Submission to Repository on September 2022

## Introduction

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, 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. Supported by the increasingly widespread use of ICT (Information and Communication Technology), 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. According to Zach and Racherla (2011, 108) online platforms are the tourism industry to interact with each other more efficiently and also provide access to considerable business resources. 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. Online travel agents are travel agents that act as online promotion and sales media through websites managed by online travel agents who distribute and facilitate bookings to tourism business providers (Warehouse 2012). Yousef (2020, 19) states that an incoming online travel agency is a travel agency that offers its travelservices through a website or an app.

One of the hotels that use online travel agents as resources for booking rooms is Prama Sanur Beach Bali that is a 5-star hotel located on the beachfront and has direct access to Sanur beach. The hotel's strategic location with beautiful beach views has become an attraction for foreign and domestic tourists. Zakaria (2014, 25) states reservation is a process of ordering facilities in the form of rooms, airline tickets, trains, or other facilities desired by prospective guests. The reservation is usually made a few days before the check-in process. According to Putri (2018, 39) the definition of a room reservation is a reservation made some time in advance, which the hotel obtains from various resources by using various booking methods to ensure that guests will get a room at check-in time. The potential resource of room reservations in generating high occupancy rates at Prama Sanur Beach Bali comes from airlines companies, namely Garuda Indonesia and Citilink. Apart from these resources, other resources contribute to room bookings, namely from 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. Based on the description above, the authors are interested in knowing how much contribution of 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".

## Method

Research location is in Prama Sanur Beach Bali at Sales & Marketing Department. This research uses statistical descriptive analysis technique with the help of Microsoft Excel in the data processing. 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). The function of statistical descriptive analysis used to analyze data by describing the data that has been collected as it is without intending to make conclusions that apply to the general or public. The data collection method are used to get data that fulfills the data standards set. The methods in data collection are observation, documentation, interview and triangulation (Sugiyono, 2016). In this research aims to find out how much the contribution of airline company and online travel agent at Prama Sanur Beach Bali. The type of data used are qualitative which is presented in the form of verbal words rather than numbers and quantitative data which data in the form of numbers that can be calculate (Berutu, 2017). That is include room night data and occupancy from airline company reservation and online travel agent reservation.

## Result and Discussion

### Contribution Airlines Company Reservation and Online Travel Agent Reservation to Increase Room Occupancy at Prama Sanur Beach Bali in 2019

One way, reservation can be made through a travel agent. There are two types of reservations, namely online reservations, and offline reservations (Wachyuni et al., 2018). Contribution airlines company reservation and online travel agent reservation to room occupancy. The room occupancy rate is a parameter that measures the extent to which the number of rooms sold when compared to the total number of rooms that can be sold (Hendriyati, 2019). Room occupancy at Prama Sanur Beach Bali in 2019 are presented in Tabel 1 below.

**Tabel 1.** Contribution Airlines Company Reservation and Online Travel Agent Reservation in 2019

Year	Month	Airlines Company	Online Travel Agent	Occupancy	Contribution	
					Airlines Company	Online Travel Agent
2019	January	2946	1361	7243	41%	19%
	February	2791	949	8371	33%	11%
	March	2851	1603	9108	31%	18%
	April	4338	1453	10146	43%	14%
	May	3994	1398	9774	41%	14%
	June	4427	1167	10364	43%	11%
	July	4837	1729	11691	41%	15%
	August	4719	2302	11435	41%	20%
	September	4432	660	11776	38%	6%
	October	4475	1134	11970	37%	9%
	November	3803	1820	10190	37%	18%
	December	3897	2388	9478	41%	25%
	Mean	3959	1497	10129	39%	15%

Source: Research Result (2022)

Based on tabel 1 it can be explained that the largest contribute reservation in 2019 is airlines company reservation which provides occupancy 39%. The highest acquisition of airlines company reservations occurred in July with 4837 rooms because that month was in the high season and coincided with school holidays. Then the lowest number of room reservations by airline companies was in February at 2791 because the number of flights to Bali decreased due to the high ticket prices and the changing interest of tourists to Bali. As for the exciting things that Prama Sanur Beach Bali has that can bring guests to stay, Prama Sanur Beach Bali is located on the outskirts of Sanur beach and offers guests beautiful and refreshing beach views. Prama Sanur Beach Bali also offers top service and an authentic Balinese feel that tourists, especially foreign tourists love about it. Based on observations made in the field, many foreign tourists have become repeater guests because they are comfortable and delighted staying at Prama Sanur Beach, thanks to the service from the employees. Meanwhile the contribution of online travel agent reservation has biggest contribution in December with 2388 rooms due to the end of the year and also the Christmas holiday.

The smallest contribution in September with 660 rooms, it had entered the second low season phase, so the number of tourists visiting Bali and staying at Prama Sanur Beach Bali also decreased. Furthermore, from October to December, there was an increase for three consecutive months due to the end of the year and the Christmas holiday. As for the exciting things that Prama Sanur Beach Bali has that can bring guests to stay, Prama Sanur Beach Bali is located on the outskirts of Sanur beach and offers guests beautiful and refreshing beach views. Prama Sanur Beach Bali also offers top service and an authentic Balinese feel that tourists, especially foreign tourists love about it. Based on observations made in the field, many foreign tourists have become repeater guests because they are comfortable and delighted staying at Prama Sanur Beach, thanks to the service from the employees.

### Contribution Airlines Company Reservation and Online Travel Agent Reservation to Increase Room Occupancy at Prama Sanur Beach Bali in 2020

**Tabel 2.** Contribution Airlines Company Reservation and Online Travel Agent Reservation in 2020

Year	Month	Airlines Company	Online Travel Agent	Occupancy	Contribution	
					Airlines Company	Online Travel Agent
2020	January	3588	2894	10558	34%	27%
	February	2602	2383	8994	29%	26%
	March	2207	1109	6214	36%	18%
	April	1063	55	1157	92%	5%
	May	0	0	0	0%	0%
	June	0	0	0	0%	0%
	July	167	4	258	65%	2%
	August	937	40	1137	82%	4%
	September	699	43	881	79%	5%
	October	740	48	941	79%	5%
	November	685	110	1495	46%	7%
	December	1536	329	2536	61%	13%
	Mean	1185	585	2848	50%	9%

Source: Research Result (2022)

Table 4.2 shows the contribution of airlines company reservation and online travel agent reservation to room occupancy at Prama Sanur Beach Bali. The average contribution of airline company reservation to occupancy is 50% with the average room night 1185 rooms. The highest acquisition of Airline Company reservations occurred in January with 3588 room because in that month many tourists who vacationed to Bali using planes so that room reservations for flight crews at Prama Sanur Beach Bali increased. Then the lowest number of room reservations by airline companies was in May and June because Prama Sanur Beach Bali was temporarily closed due to the Covid-19 pandemic so that the hotel could not run optimally. Furthermore, in December 2020 there was an increase in the number of room bookings from airlines companies by 851 rooms, this was because many domestic tourists from outside Bali came for vacation towards the end of the year using planes, thus increasing the number of flights to Bali. This has an impact on the increasing number of flight crew staying at Prama Sanur Beach Bali.

Meanwhile the average contribution of airline company reservation to occupancy is 9% with the average room night 585 rooms. The contribution of online travel agent reservation has biggest contribution in January with 2894 rooms because many tourists still enjoy holidays celebrating the New Year. Furthermore, there was no contribution to room bookings in May and June because, in those months, the hotel temporarily stopped operating due to the Covid-19 pandemic. The Covid-19 pandemic that has plagued Indonesia this year has had a massive impact on Prama Sanur Beach Bali, especially in terms of the number of rooms sold. The things that attract Prama Sanur Beach Bali to guests staying in this situation include discounted room prices at online travel agents up to 50% of the regular price before the pandemic. In addition, there are other promotions, namely discounts on food and beverage at the Bamboo Bar Restaurant.

### Contribution Airlines Company Reservation and Online Travel Agent Reservation to Increase Room Occupancy at Prama Sanur Beach Bali in 2021

**Tabel 3.** Contribution Airlines Company Reservation and Online Travel Agent Reservation in 2021

					Contribution	
--	--	--	--	--	--------------	--

Year	Month	Airlines Company	Online Travel Agent	Occupancy	Airlines Company	Online Travel Agent
2021	January	1144	42	1361	84%	3%
	February	557	59	750	74%	8%
	March	322	100	692	47%	14%
	April	496	175	1071	46%	16%
	May	207	129	537	39%	24%
	June	341	294	1152	30%	26%
	July	103	93	324	32%	29%
	August	133	81	376	35%	22%
	September	160	127	622	26%	20%
	October	174	202	941	18%	21%
	November	418	241	734	57%	33%
	December	528	320	1738	30%	18%
	Mean	382	155	2848	43%	20%

Source: Research Result (2022)

Table 3 shows the contribution of airlines company reservation and online travel agent reservation to room occupancy at Prama Sanur Beach Bali. The average contribution of airline company reservation to occupancy is 43% with the average room night 382 rooms. The highest acquisition of airline company reservations occurred in January with 1144 room because impact of euphoria for the end of 2020 holidays from domestic tourists who are vacationing in Bali affects flights to and from Bali. Then the lowest number of room reservations by airline companies was in July with 103 rooms. The reduction is influenced by the Covid-19 pandemic, where the latest requirement from the government to be able to travel by air is to include the results of a negative PCR swab test and a rapid antigen test. The test requirements trigger the number of flights to decrease so that it impacts the contribution of room bookings through airline companies.

Meanwhile the average contribution of airline company reservation to occupancy is 20% with the average room night 155 rooms. The contribution of online travel agent reservation has biggest contribution in December with 320 rooms because supported by a decrease in the level of Community Activity Restrictions (PPKM) to level 3, and the government has begun to reopen tourism in Bali which attracts domestic tourists to visit. Furthermore, the lowest number of room reservations by online travel agent reservation occurred in January with 42 rooms. A year after the Covid-19 pandemic, the trend of booking rooms through online travel agents is increasingly popular and in great demand by tourists because of their promotions and ease of use. Online travel agents can still make a significant contribution in 2021 for Prama Sanur Beach Bali even though the amount produced is not as much as in 2019 before Covid-19 spread in Indonesia.

## 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.

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.

## Acknowledgment

My gratitude and tons of thank to those involved on this research both from the Prama Sanur Beach Bali (Sales & Marketing Manager, Reservation Manager, Data Analyst, etc) and Politeknik Negeri Bali (Director, Supervisor, Lectures, Friends, etc.) as well.

## Referensi/ Reference

- Hendriyati, L. (2019) 'Online Travel Agent', *Jurnal Media Wisata*, 17(1), pp. 1–10. Available at: <https://media.neliti.com/media/publications/287568-pengaruh-online-travel-agent-terhadap-pe-9e818ead.pdf>.
- Berutu, A. G. (2017) 'Metodologi Penelitian Noeng Muhajir', p. 8. Available at: <https://doi.org/10.13140/RG.2.2.20452.73607>.
- Putri, E D H. 2018. *Pengantar Akomodasi Dan Restoran*. Deepublish. <https://books.google.co.id/books?id=dbV-DwAAQBAJ>.
- Skholikhah Amirotnun (2016) 'Statistik Deskriptif Dalam Penelitian Kualitatif', *Komunikasi*, 10(2), pp. 342–362. doi: <https://doi.org/10.24090/komunika.v10i2.953>
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Penerbit Alfabeta Bandung.
- Wachyuni, S. S., Wiweka, K. and Liman, M. (2018) 'Pengaruh Online Distribution Channels (Ods) Terhadap Hotel Revenue', *Journal of Tourism and Economic*, 1(2), pp. 64–72. doi: 10.36594/jtec.v1i2.29.
- Warehouse, Australian Tourism Data. 2012. "Tutorial 39a On Line Travel Agents 101." : 10. <https://www.yumpu.com/en/document/read/23266920/tutorial-39a-online-travel-agents-101-1>.
- Yousef, Mohamed. 2020. *How to Start an Online Travel Agency. The Writer Operation*. [https://books.google.co.id/books?id=6\\_PsDwAAQBAJ](https://books.google.co.id/books?id=6_PsDwAAQBAJ).
- Zach, Florian, and Pradeep Racherla. 2011. "Assessing the Value of Collaborations in Tourism Networks: A Case Study of Elkhart County, Indiana." *Journal of Travel & Tourism Marketing* 28(1): 97–110.
- Zakaria, Mallina Ika Murdisari. 2014. *Mengenal Sistem Reservasi Perhotelan*. ed. Dewi Noviyanti Sari. Multi Kreasi Satudelapan.