

UNDERGRADUATE THESIS

**ANALYSIS OF THE CONTRIBUTION OF ONLINE
RESERVATIONS THROUGH THE OFFICIAL WEBSITE TO
INCREASE ROOM OCCUPANCY
AT MANDAPA, A RITZ-CARLTON RESERVE UBUD**



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**This undergraduate thesis is submitted as one of the requirements
to create an undergraduate thesis in Tourism Management Study
Program in Politeknik Negeri Bali**



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ABSTRACT

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Keywords: Online Reservations, Official Website, Room Occupancy

This study aimed to analyze the contribution of online reservations through the official website to the increase in room occupancy at Mandapa, a Ritz-Carlton Reserve Ubud. The research used qualitative and quantitative descriptive methods, with data collected through observation, interviews, and literature studies. Informants included one revenue analyst and two reservation staff members who were selected purposively, as they were considered capable of providing relevant and in-depth information regarding the reservation process and its impact on occupancy rates. The findings revealed that the online reservation system through Mandapa's official website was user-friendly, secure, and informative. It effectively drove direct bookings and increased room occupancy rates. Despite some inconsistencies in room availability information, which impacted user experience, the system significantly contributed to overall bookings, accounting for 62.08% in 2023 and 61.42% in 2024. It outperformed Online Travel Agencies (OTAs), which contributed only 37.92% and 38.58%, respectively. The system's performance peaked during high-demand months, with direct bookings reaching 74% in May and 70% in December, showcasing the success of seasonal promotions and digital campaigns. The study highlighted the critical role of a well-designed website in boosting room occupancy, reducing reliance on OTAs, strengthening the hotel's brand image, and providing a stable, predictable booking platform and a direct communication channel with guests.

ABSTRAK

Palmawati, Bernadeta. 2025. Analysis of the Contribution of Online Reservations through the Official Website to Increase Room Occupancy at Mandapa, A Ritz-Carlton Reserve Ubud. Skripsi: Management Bisnis Pariwisata, Politeknik Negeri Bali.

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Kata kunci: Reservasi Online, Situs Resmi, Tingkat Hunian Kamar

Penelitian ini bertujuan untuk menganalisis kontribusi reservasi online melalui situs resmi dalam meningkatkan tingkat hunian kamar di Mandapa, Ritz-Carlton Reserve Ubud. Penelitian ini menggunakan metode deskriptif kualitatif dan kuantitatif, dengan pengumpulan data melalui observasi, wawancara, dan studi pustaka. Informan yang terlibat adalah seorang analis pendapatan dan dua staf reservasi yang dipilih secara purposif, karena mereka dianggap mampu memberikan informasi yang relevan dan mendalam mengenai proses reservasi dan dampaknya terhadap tingkat hunian. Temuan penelitian mengungkapkan bahwa sistem reservasi online melalui situs resmi Mandapa sangat ramah pengguna, aman, dan informatif, efektif dalam mendorong pemesanan langsung dan meningkatkan tingkat hunian kamar. Meskipun terdapat beberapa ketidaksesuaian dalam informasi ketersediaan kamar yang dapat mempengaruhi pengalaman pengguna, sistem ini secara signifikan berkontribusi pada pemesanan secara keseluruhan, yang mencatatkan 62,08% pada tahun 2023 dan 61,42% pada tahun 2024, melebihi kontribusi Agen Perjalanan Online (OTA) yang hanya berkontribusi sebesar 37,92% pada 2023 dan 38,58% pada 2024. Kinerja sistem ini mencapai puncaknya pada bulan-bulan permintaan tinggi, dengan pemesanan langsung mencapai 74% pada bulan Mei dan 70% pada bulan Desember, yang menunjukkan keberhasilan promosi musiman dan kampanye digital. Penelitian ini menyoroti peran penting situs web yang dirancang dengan baik dalam meningkatkan tingkat hunian kamar, mengurangi ketergantungan pada OTA, memperkuat citra merek hotel, serta menyediakan platform pemesanan yang stabil dan dapat diprediksi serta saluran komunikasi langsung dengan tamu.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Hotels playing an important role in the tourism industry as a place for both travelers and businesspeople to stay. In this context, a hotel is not only a place to sleep or to stay, but it could be serves as a provider of services that support the comfort and require of guests. The facilities and services offered by hotels vary, depending on the class and type of the hotel, but the main goal remains the same to provide a pleasant and adequate stay experience. Therefore, hotels must be able to keep up with the times and technology, as well as understand the ever-changing needs of visitors. Based on the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number PM.53/HM.001/MPEK/2013 on Hotel Business Standards, Chapter I Article 1, a hotel is defined as a provider of accommodation in the form of rooms within a building, which may be complemented by food and beverage services, entertainment activities, and other daily facilities, with the primary aim of generating profit.

Reservation is the process of booking or arranging in advance to secure a service or facility, ensuring its availability at a specific time according to the customer's needs. To support this Noviasuti & Cahyadi, (2020), stated that a reservation is the process of booking a room and other facilities in advance, before a potential guest arrives at the service location. Reservations offer several benefits, such as providing guests with certainty about the room they wish to book, allowing them to know the exact cost in advance, and making it easier for them to access the

available facilities. This process uses various media or booking methods, with the hope that they will be available upon arrival at the hotel. This reservation process can be made online or offline. Direct reservations take place when guests reach out to the hotel directly using various methods such as phone calls, emails, social media platforms, the hotel's official website, or by visiting the hotel in person (walk-ins). On the other hand, indirect reservations involve third parties acting as intermediaries, including travel agents, online travel agencies (OTAs), and event organizers. According to (Malla 2016 in Hendriyati, 2019), an Online Travel Agent (OTA) is a travel agency that acts as a medium for online promotion and sales through a website. The OTA website is managed by the service provider to distribute and facilitate reservations for products or services from tourism providers, such as hotels, flight tickets, and travel packages. Examples include Tiket.com and Agoda. These two types of reservation methods reflect the diverse channels available to guests and underline the importance of leveraging these sources to enhance a hotel's ability to maximize room occupancy rates.

One of the hotels that allows its customers to make an online reservation through the website is Mandapa A Ritz-Carlton Reserve, Ubud, Bali, Indonesia. Mandapa, A Ritz-Carlton Reserve is a luxury-class resort under one of the largest international hotel chains in the world, the Marriott Group. This hotel offers two types of rooms which is Suites and Villas, with a total of 60 rooms equipped with complete and luxurious facilities. Making an online reservation through the hotel's official website is the right choice, as guests will receive many direct benefits compared to using Online Travel Agents. Guests' benefits include bonus points and

elite status from Marriott International. These points can also be used at other Marriott hotel chains in different locations or countries. This partnership is expected to contribute to the hotel by attracting guests to stay and use the products and services provided by the hotel, thereby increasing room occupancy. These are the membership tiers:

Table 1.1 Membership Tiers at Mandapa A Ritz-Carlton Reserve, Ubud

Elite Benefits by Tier	(Stay 10 nights/yr)	(Stay 25 nights/yr)	(Stay 50 nights/yr)	(Stays 75 nights/yr)	(Stay 100 nights/yr + \$23,000 USD Spend)
	Silver Elite	Gold Elite	Platinum Elite	Titanium Elite	Ambassador Elite
Ultimate Reservation Guarantee	✓	✓	✓	✓	✓
Bonus Points	10% Bonus	25% Bonus	50% Bonus	75% Bonus	75% Bonus
Late Checkout	Priority Late Checkout	2 p.m.	4 p.m.	4 p.m.	4 p.m.
Guaranteed Welcome Gift		Points	Points, Breakfast Offering, or Amenity	Points, Breakfast Offering, or Amenity	Points, Breakfast Offering, or Amenity
Enhanced Room Upgrade	✓	✓	✓	✓	✓
Dedicated Elite Support			✓	✓	✓
Guaranteed Lounge Access			✓	✓	✓
Annual Choice Benefit			Stay 50 Qualifying Nights	Stay 75 Qualifying Nights	
48-Hour Guarantee				✓	✓
Your24™					✓

Ambassador Service					✓
Emirates Skyward		✓	✓	✓	✓
Hertz Gold Plus Rewards®			Fast Track to Five Star®	Five Star®	President's Circle®
United MileagePlus®				✓	✓

Source: Mandapa a, Ritz-Carlton Reserve Ubud

At Mandapa, a Ritz-Carlton Reserve Ubud, all the membership are available, but not all of the benefits are included. The membership benefits that applies at Mandapa a Ritz-Carlton Reserve are as below:

Table 1.2 Marriott Bonvoy Member Benefits at Mandapa, a Ritz-Carlton Reserve Ubud

Member Elite	Benefits
Silver Elite	Ultimate reservation guarantee 10% Point bonus on Qualifying Spend
Gold Elite	Ultimate reservation guarantee 25% Point bonus on Qualifying Spend Welcome Gift of 500 points
Platinum Elite	Late check-out till 4 p.m, subject to availability on departure day Ultimate reservation guarantee 50% Point bonus on Qualifying Spend Welcome Gift of 1000 points
Titanium Elite	Late check-out till 4 p.m, subject to availability on departure day Ultimate reservation guarantee 75% Point bonus on Qualifying Spend Welcome Gift of 1000 points
Ambassador Elite	Late check-out till 4 p.m, subject to availability on departure day Ultimate reservation guarantee 75% Point bonus on Qualifying Spend Welcome Gift of 1000 points Ambassador Service Your24 USD 150 resort credit per stay

Source: Reservation Team

One form of contribution that helps increase room occupancy is through the hotel's official website. A website is a digital platform used to provide information and services online. In the hospitality industry, a hotel's official website serves as the primary channel for showcasing essential information about the hotel, such as facilities, room types, rates, promotions, and offered activities. According to Elgamar, (2020) a website is a platform made up of several interconnected pages that serve as a medium for displaying information. This information can take the form of images, videos, text, audio, or a combination of all of these elements. A hotel website typically includes a homepage with an overview of the hotel and main offers, information about the hotel and its facilities, a photo gallery of rooms and amenities, and details about room types and rates. It also features an online booking system to make reservations easier, guest testimonials, special promotions, and contact information with a location map. Some websites also have a FAQ section to answer common questions. All these elements are designed to provide complete information, simplify the booking process, and enhance the guest experience.

The writer chose to conduct this research "Analysis of The Contribution of Online Reservation Through the Official Website to Increasing Room Occupancy at Mandapa, A Ritz Carlton Reserve Ubud" because, based on previous data that taken from 2023 and 2024, the website always leading the booking than the OTA.

Table 1.3 Data from OTA at Mandapa, A Ritz Carlton Reserve Ubud 2023

Month	The Hotel Website	OTA and Other Channel
January	56%	44%
February	61%	39%
March	57%	43%
April	57%	43%
May	74%	26%
June	60%	40%
July	62%	38%

August	64%	36%
September	63%	37%
October	64%	36%
November	61%	39%
December	66%	34%

Table 1.4 Data from OTA at Mandapa, A Ritz Carlton Reserve Ubud 2024

Month	The Hotel Website	OTA and Other Channel
January	66%	34%
February	57%	43%
March	63%	37%
April	52%	48%
May	54%	46%
June	60%	40%
July	61%	39%
August	62%	38%
September	65%	35%
October	64%	36%
November	63%	37%
December	70%	30%

After mentioning the data, the persentase of the website from the OTA and other channel are trully difference. The data showing the writer to analyzing the website and to know the reason why the guest choose the website than the OTAs. The gap identified by the researcher is that hotels collaborate with several Online Travel Agencies (OTAs) for marketing purposes. OTAs do not directly manage the services but help distribute and facilitate transactions between consumers and service providers. The service providers or hotels share a commission with the OTAs according to the agreement in the contract. Through this thesis, hotels could further enhance the use of their websites to reduce reliance on OTAs for sales and reservations. This is due to the fact that OTAs can limit control over pricing and guest data. Hotels have the opportunity to utilize their websites for sales and marketing purposes without the need to pay third parties. By leveraging their own digital platforms, hotels would maintain full control over pricing, guest data, and

the overall customer experience, thereby optimizing their marketing strategies and reducing dependency on external agencies. This approach not only enhances brand identity but also allows for more direct interaction with guests, fostering loyalty and potentially increasing revenue through direct reservations. The purpose of this research is to analyze the contribution of the hotel website to room occupancy rates.

1.2 Research Questions

Based on the background explanation above, the problems can be described as follows:

1. How does the online reservation system operate through the website at Mandapa, A Ritz Carlton Reserve Ubud?
2. How does the contribution of online reservations through the official website in increasing the room occupancy at Mandapa A Ritz-Carlton Reserve Ubud?

1.3 Research Objectives

Based on the statement of the problem above, the objectives of this research are:

1. To analyze the online reservations system operate through the official website at Mandapa, A Ritz Carlton Reserve Ubud.
2. To analyze the contribution of online reservation through the official website to increasing the room occupancy at Mandapa A Ritz-Carlton Reserve Ubud?

1.4 Research Benefits

The benefits of this research are expected to provide valuable contributions to academics, to Mandapa A Ritz-Carlton Reserve Ubud, and other researchers:

1. Academics

This research can serve as an additional reference in the field of tourism, especially regarding online reservation management through official websites and its impact on room occupancy. It also provides insights for students studying digital marketing strategies in the hospitality industry.

2. For Mandapa, A Ritz-Carlton Reserve Ubud

The findings of this research can assist Mandapa, A Ritz-Carlton Reserve Ubud, in evaluating and enhancing online reservation through the official website. This improvement is expected to contribute to increasing room occupancy rates and further enhancing the guest experience.

3. Other Researchers

This research may serve as a thoughtful reference for other researchers interested in similar topics, especially regarding the role of digital platforms in improving hotel operations and marketing. It may also inspire further studies on the development of digital strategies within the hospitality industry.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research conducted at Mandapa, a Ritz-Carlton Reserve Ubud, regarding the effectiveness of the official website's online reservation system in increasing room occupancy, the following conclusions can be drawn:

1. The Operation of the Online Reservation System Through the Official Website

The online reservation system at Mandapa, a Ritz-Carlton Reserve Ubud, is designed to provide a seamless, user-friendly, and informative booking experience for guests. By accessing the official website, guests can easily explore available accommodations, compare rates, view detailed room descriptions and multimedia content, and complete their bookings with minimal effort. The system offers real-time availability and instant booking confirmation, which eliminates the need for back-and-forth communication. Key features such as detailed pricing, interactive maps, and links to Marriott Bonvoy benefits further enhance the usability and value of the platform. Additionally, the website reduces operational costs by minimizing the need for printed materials and front-office support, as most bookings and inquiries are processed online. This digital-first approach aligns with current guest behavior, where convenience, accessibility, and speed are critical in the decision-making process. The system is supported by high-quality content and is integrated with loyalty rewards, helping to personalize the guest experience and encourage direct bookings.

2. The Contribution of Online Reservations Through the Official Website to Room Occupancy Growth

Online reservations made through the hotel's official website have played a dominant role in supporting and increasing the room occupancy at Mandapa. In 2023, the average contribution of bookings through the website stood at 62.08%, and in 2024, it remained consistent at 61.42%. These figures indicate that direct reservations via the official website consistently outperformed other reservation channels such as Online Travel Agencies (OTAs) and wholesalers, which only contributed 37.92% in 2023 and 38.58% in 2024. In peak periods such as May and December, the contribution from the website rose sharply to 74% and 70% respectively, showing the effectiveness of seasonal promotions and digital campaigns in driving direct traffic.

The analysis further indicates that direct bookings via the official website delivered more stable and predictable results across the year, especially during high-demand months. In contrast, bookings from other channels showed less consistency and were more susceptible to external fluctuations. This consistency in performance reflects Mandapa's success in implementing an effective digital marketing strategy, improving website functionality, and offering exclusive packages and loyalty rewards that attract high-value guests to book directly. The website's role as a strategic sales and communication platform also allows the hotel to adjust quickly to market trends, optimize pricing, and maintain brand integrity.

In conclusion, the official website serves not only as a reservation tool but as a comprehensive digital ecosystem that enhances the guest experience, supports operational efficiency, and significantly contributes to room occupancy growth. Its performance over two consecutive years demonstrates that direct online bookings remain the most reliable and profitable source of room sales at Mandapa, a Ritz-Carlton Reserve Ubud. Going forward, it is recommended that the hotel continues to invest in its digital infrastructure, optimize its website experience, and strengthen loyalty integration while maintaining selective partnerships with indirect channels to ensure broader market reach and revenue diversification.

5.2 Recommendation

Based on the data analysis, discussion, and conclusions presented in this study, several recommendations are offered to the management of Mandapa, a Ritz-Carlton Reserve Ubud, in order to further optimize room occupancy levels and enhance the effectiveness of the hotel's online reservation strategy:

1. Strengthen Collaboration with High-Performing Channels

The hotel is advised to continuously review and evaluate its existing partnerships with third-party distribution channels, particularly indirect sources such as OTAs and wholesalers. Relationships with underperforming partners should be reassessed, and efforts should be made to improve collaboration or consider alternative distribution strategies. At the same time, strong partnerships with high-producing channels should be maintained and nurtured to ensure continued support and loyalty. This approach may help reduce the risk of losing valuable partners to competing properties.

2. Expand Digital Distribution Through Emerging Online Wholesalers

As consumer booking behavior continues to shift toward digital platforms, it is recommended that Mandapa explore new partnerships with online-based wholesalers or travel aggregators. This would allow the hotel to diversify its distribution network while capitalizing on the growing demand from e-channel segments. Investing in digital partnerships not only expands market reach but also ensures that the hotel remains competitive in an evolving online travel landscape.

3. Maximize Sales Through the Official Website

Direct reservations via the official website have consistently demonstrated the highest contribution to room occupancy with the lowest distribution cost. Therefore, the hotel should continue to prioritize this channel by enhancing its visibility, offering exclusive packages, and providing seasonal promotions—particularly during high season when guests tend to stay for extended periods. Special long-stay offers, added-value experiences, and loyalty-based incentives can further drive conversions and increase profitability.

4. Enhance Technical Infrastructure and System Maintenance

To support the smooth operation of the online reservation system, it is crucial to maintain and upgrade the hotel's IT infrastructure regularly. This includes scheduling system maintenance, optimizing website performance, and expanding Wi-Fi bandwidth to ensure seamless email communications and uninterrupted access to the booking platform. A responsive and efficient

system enhances the guest experience and helps avoid booking errors or delays that could impact occupancy.



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