

**THESIS**  
**CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE**  
**ROOM OCCUPANCY AT LE GRANDE BALI**



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**BADUNG**  
**2022**

**THESIS**

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ROOM OCCUPANCY AT LE GRANDE BALI**



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which content is my own work, thereby free from plagiarism. Being stated, I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, July 2022

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# **THESIS**

## **CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE ROOM OCCUPANCY AT LE GRANDE BALI**

This thesis is submitted as one of requirements to create thesis for the Degree of  
Applied Bachelor State Polytechnic of Bali



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# THESIS

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OCCUPANCY AT LE GRANDE BALI

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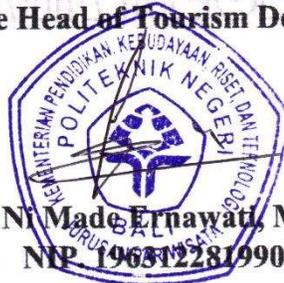
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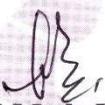
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OCCUPANCY AT LE GRANDE BALI**

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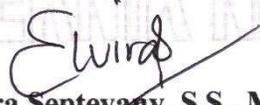


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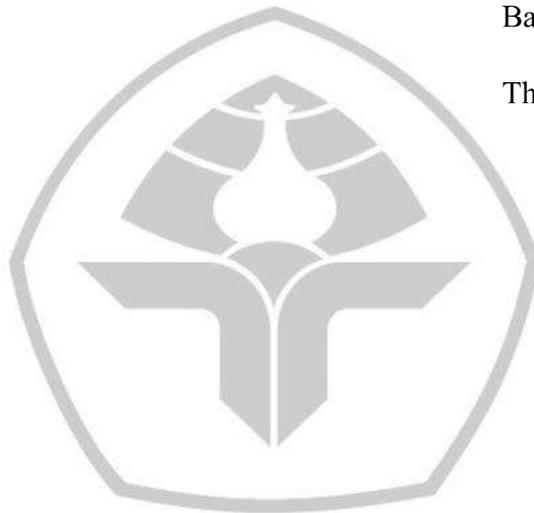
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The writer realize that this thesis is not perfect enough, so that this thesis is pleased to receive suggestions and constructive criticism to make this thesis better in the future and beneficial for many people being welcome.

Badung, 20 January 2022

The Writer



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# CONTRIBUTION OF ONLINE PLATFORM RESERVATION TO INCREASE ROOM OCCUPANCY AT LE GRANDE BALI

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## ABSTRAK

*Penelitian ini berjudul “Contribution Of Online Platform Reservation To Increase Room Occupancy At Le Grande Bali” yang dilakukan dengan tujuan untuk mengetahui kontribusi Online Platform Reservation yang terdiri dari variable Online Travel Agent, Hotel Website dan WhatsApps Duty Mobile pada tingkat hunian kamar di Hotel Le Grande Bali, serta untuk mengetahui online platform manakah yang paling berkontribusi dalam meningkatkan tingkat hunian kamar. Metode pengumpulan data yang digunakan yaitu observasi, wawancara dan studi dokumentasi. Teknik analisis data yang digunakan yaitu analisis kualitatif, dan statistic deskriptif dari data sekunder.*

*Berdasarkan hasil pengolahan data yang sudah dilakukan, rata-rata kontribusi Online Travel Agent pada tahun 2019 adalah 16.61%, pada tahun 2020 adalah 79.82% dan pada tahun 2021 adalah 19.07%. Rata-rata kontribusi Hotel Website pada tahun 2019 adalah 111.45% pada tahun 2020 adalah 76.35% dan pada tahun 2021 adalah 25.40%. Sedangkan untuk rata-rata kontribusi WhatsApp Duty Mobile pada tahun 2019 adalah 29.30%, pada tahun 2020 adalah 23.27% dan pada tahun 2021 adalah 13.46%. Pada tahun 2019 Hotel Website mengalami perkembangan kontribusi tertinggi, pada tahun 2020 Online Travel Agent yang mengalami perkembangan kontribusi tertinggi, sedangkan pada tahun 2021 Hotel Website kembali mengalami perkembangan kontribusi tertinggi. Selanjutnya secara keseluruhan, mulai dari tahun 2019-2021 reservasi melalui Hotel Website paling dominan berkontribusi terhadap tingkat hunian kamar di Le Grande Bali. Dalam upaya meningkatkan tingkat hunian kamar, sebaiknya Le Grande Bali lebih mengoptimalkan Hotel Website sebagai media untuk meningkatkan tingkat hunian kamar di Le Grande Bali dan Menempatkan Online Travel Agent sebagai prioritas kedua dalam hal melakukan perbaikan strategi untuk meningkatkan tingkat hunian kamar.*

**Kata Kunci:** Online Platform, Online Travel Agent, Hotel Website, WhatApps Duty Mobile, Room Occupancy.

# **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.

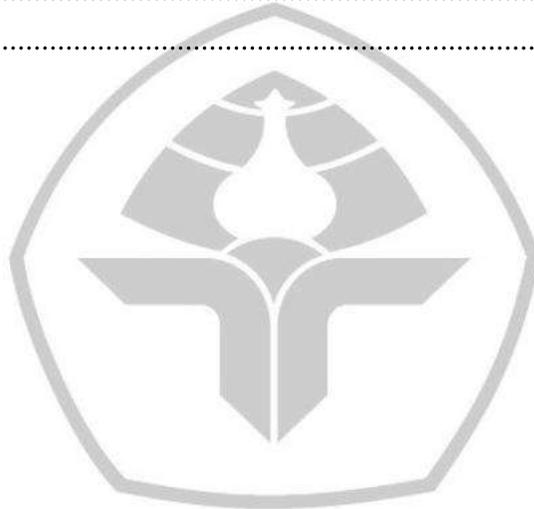
Keywords: Online Platform, Online Travel Agent, Hotel Website, WhatApps Duty Mobile, Room Occupancy.

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

Indonesia as an archipelagic country that has many islands with both tourist objects and tourist attractions. The island of Bali as one of the favourite tourist destinations in Indonesia that can attract the visitation of both foreign and domestic tourists with its natural beauty, cultural diversity, customs, and hospitality of its people. The development of tourism facilities and infrastructure in Bali is also quite rapid, it can be seen from the number of investors who invest in Bali to build property. In addition, 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 Industrial Revolution 4.0 or the fourth industrial revolution, brings changes to all aspects of life and the way people live globally, with the development of science and technology that is increasing rapidly (Savitri et al., 2019). Technological advances in the 4.0 era which are growing rapidly also have an impact on the ways tourists travelling due to various conveniences that can be obtained quickly, in terms of the way on booking hotel rooms which are more practical and can be access in a short time. Therefore, the tourism industry is currently very closely related to the development of technology itself, one of which can be seen from the emergence of

Online booking platforms that make it easier for potential tourists to prepare their needs such as booking hotel rooms with online transaction systems and searching for accurate information related to a tourist accommodation facility by simply downloading an application from a gadget or by logging into the official website of a hotel. These applications help the potential tourist, they do not need longer come to an offline travel agent to prepare for their trip. Online platforms, especially Online Travel Agents and marketplaces can be a one-stop-shop where tourists can search for hotels, read reviews ranging from facilities to services, and make comparisons between one hotel and another.

Based on changes in tourist treatment in preparing for the trip, Le Grande Bali, which is a 5-star hotel in the Pecatu Indah Graha area, of course, uses technology in business development through various online platforms. At first, Le Grande Bali only focused on online platforms in the form of hotel websites and online travel agents, due to the development of information technology, at this time Le Grande Bali also uses social media Instagram, and Facebook as a medium for tourists to book rooms and WhatsApp as a medium to follow up on reservations. These are done to remain competitive with the times and provide the best service to tourists, especially in terms of providing convenience and comfort in making room reservations and making transactions as well as to maintain and increase room occupancy rates and eventhoughthe visitor just visit hotel's social mediawhich isalso helpful for them.

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. The room occupancy is very important for a company engaged in the hospitality sector, room occupancy rate is a measurement of the success of a hotel, because it can be used to adjust the number of occupancy to avoid the density of room bookings at the same time, as well as the number of room occupancy, can also check growth trends and demand for facilities at a hotel.

The following Support data the contribution of online reservation platforms and offline platforms in increasing room occupancy rates at Le Grande Bali in recent years:

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

Years	Platform	TOTAL YTDR	Rooms Occupancy	Contribution
2017	ONLINE PLATFORM	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: Reservation Section Le Grande Bali (2022)

Based on the Table 1.1 above, 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, based on the table 1.1 above, 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 because many groups of tourists still choose to use offline platform services such as offline travel agents. Even though, the online platform still makes a small contribution, because online platform reservations also affect room occupancy at Le Grande Bali. In addition, hotels still need an online platform to increase the occupancy rate of their rooms. In addition, although the contribution of online reservation platforms in terms of reservation number is not as much as in the number of offline reservation platforms, the hotel still needs an online platform to retain their customers, and also 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. Room prices provided through the online platform are very varied and very flexible so that it allows for rapid changes, this is due to the cooperation between the hotel and the online platform itself, such as online travel agents, where online travel agents often hold promotions in the form of giving discounts to increase the number of guests users, as well as increasing the rating of the application, which can also benefit the hotel because the hotel gets a promotion. 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 thesis entitled, “Contribution Of Online Platform Reservation To Increase Room Occupancy At Le Grande Bali”

## **1.2 Problem Identification**

Based on the background of the problem above, the main problems in this study are:

1. How does the online platform reservation contribute to increase room occupancy at Le Grande Bali ?
2. Which online platform contributes the most to increase room occupancy numbers at Le Grande Bali?

## **1.3 Research Objectives**

Based on the formulation of the problem above, the objectives to be achieved from this research are as follows:

1. To analyse the contribution of online reservation platform to increasing room occupancy at Le Grande Bali.
2. To analyse which online platform contributes the most to increase room occupancy number at Le Grande Bali

## **1.4 Research Benefits**

Some of the benefits obtained from this research are as follows:

1. Theoretical Benefits

This research is expected to provide knowledge and insight related to the

influence and contribution of online reservation platforms in increasing room occupancy at Le Grande Bali, and the online platform that contributes the most to increasing room occupancy at Le Grande Bali.

2. Practical benefits

A. For the Author

To improve understanding and apply the theory obtained on campus which is then applied directly in the industry, especially in terms of using online platforms to increase room occupancy in a hotel.

B. For Bali State Polytechnic

This Research can be used to add information for future researchers who will analyse similar problems to improve and perfect weaknesses in existing research.

C. For companies

The results of this study are expected to be useful for Le Grande Bali, especially in the Sales and Marketing Department in evaluating the use of online platforms as a medium for selling the hotel room in Le Grande Bali.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclutions

- The average growth of the reservation from Online Travel Agent, Hotel Website and WhatApp 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 WhatApp 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 everymonth, it is related to the promotion and the price that offer to the guest from the official website of Le Grande Bali is also stable.

## 5.2 Suggestions

Based on the results of data analysis, discussion, and conclusions from this study, the suggestions that the author can give to Management of Hotel Le Grande Bali and for the other researcher to be considered are :

1. Hotel Management :

- More optimizing the Hotel Website as a medium to increase the room occupancy rate at Le Grande Bali, because the contribution generated from booking rooms through the Hotel Website every year tends to be stable and there is great potential to increase room occupancy through the Hotel Website.
- Efforts that can be made by Hotel Le Grande Bali to optimize room reservations through the Hotel Website are by creating more varied stay packages such as Pay Now Stay Later stay packages, family packages, and All-Inclusive Packages where room rates include breakfast, lunch, or meals. night. Create a hotel membership system and provide rewards to guests who make room reservations through the Hotel Website from Le Grande Bali, where rewards can be in the form of discounts or giving compliments when guests return to book rooms through the Le Grande Bali Website. And take advantage of Google Ads to expand the reach of promotions and increase the popularity of Hotel Le Grande Bali.
- Placing Online Travel Agent as a second priority in terms of improving strategies to increase room occupancy rates, this is because apart from looking

at the number of room reservations, hotels must also pay attention to quality which is related to hotel revenue, where the hotel will get higher revenue than booking rooms through the Hotel Website. After all, the room prices offered are higher when compared to Online Travel Agents, and hotels do not need to share profits or give commissions to any party, while rooms sold through Online Travel Agents offer lower room prices, and hotels must share profits or give commissions to the Online Travel Agent.

2. Other Researcher :

- This research is only limited to the use of online platforms as reservation media to increase room occupancy rates, researchers hope other researchers can conduct similar research by adding to the variables used, namely by using reservation media in the form of online platforms and offline platforms in increasing room occupancy. so that the research results are more complete.

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