

Contribution of online platform reservations to increase room occupancy at The Haven Hotel Bali Seminyak

Ayu Widya Wulandari ^{1*}, Budi Susanto ², Ni Nyoman Triyuni ³, Ni Luh Ayu Kartika Yuniastari Sarja ⁴, I Ketut Budarma ⁵

¹Taco Casa Restaurant, Bali, Indonesia

^{2,3,4,5}Tourism Department, Politeknik Negeri Bali, Indonesia

*Corresponding Author: ayuwidya17agustus@gmail.com

Abstract: This study discusses the contribution of online platform reservations to room occupancy rates at The Haven Hotel Bali Seminyak. The purpose of this study is to determine the contribution of online platform reservations to room occupancy rates and to find out which online platforms contributed the most. Data collection methods used are observation, interview, documentation. The analysis technique used is quantitative descriptive statistics. The results of this study stated that the contribution of the average percentage of online platforms for four years always fluctuates every year. Expedia for the last four years contributed 21.63% room occupancy rate, Booking.com for the last four years contributed 21.50% room occupancy rate, Agoda for the last four years contributed 10.66% room occupancy rate, Traveloka for four last year contributed 1.51% room occupancy rate, Hotelbed for the last four years contributed 2.14% room occupancy rate. Expedia contributed the most, viz 21.63% of room occupancy rate contribution for the last four years.

Keywords: Reservation, online platform, room occupancy, hotel.

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Introduction

The development of tourism in Indonesia is increasingly global because it has a strong appeal for both domestic and foreign tourists. Therefore, many regions in Indonesia wish to carry out development in the field of tourism and provide accommodation in each area, especially in Bali. One of the accommodation services available in Bali, especially in the Seminyak area is The Haven Hotel Bali Seminyak. It is a four star hotel in Bali which has 193 rooms.

Hotel cannot be separated from the world of tourism industry (Dewi, et al, 2019; Dewi, et al, 2020). It is a business entity which is operated commercially (Wahyuntari, et al, 2020; Putra, et al, 2020; Artini, et al, 2020). At the hotel guests get lodging services, food, drinks, and other necessary facilities by guests (Darsono, 2000:1; Bithara, et al, 2020; Surya, et al, 2020). From the understanding of the hotel above (Soernano, 2006:13) explains that the hotel is divided into two types, namely: (1) City hotel is a hotel that is located in the middle of the city. Most guests in a city hotel are aimed at doing business, meetings, seminars, trade and for official company events. (2) Resort hotels are hotels that are generally located in attractions far from the city, close to recreational areas or places frequented by family, travelers or other visitors. Most guests who come to resort hotels aim for recreation or traveling with family and relatives (Soernano, 2006:13).

Online platform is a tourism industry to interact with each other more efficiently and also provide access to sizable business resources (Zach & Racherla, 2011:8). In the tourism industry, online platforms can be identified as connectivity methods for recommending, searching, booking, and paying for hotels (Gössling et al., 2018; Gretzel, Werthner, Koo, & Lamsfus, 2015). The

platform is an online booking that allows hotels to interact frequently with users of their visibility to increase room sales and increase hotel room occupancy rates so they can be sold (Toma et al., 2013; Cahyani, et al, 2020; Septariani, et al, 2020; Sari, et al, 2020).

Reservation is a section whose job is to handle prospective guests' reservations to get a room at check-in (Bagyono, 2012:59; Septariani, et al, 2020; Sari, et al, 2020). From the definition of reservation above (Sugiarto, 2011:53) states that there are several sources of reservation, namely: (1) Individual: This room booking can be done in various ways from telephone, e-mail, fax, and so forth. Ordering individual rooms helps in increasing revenue because prices are more expensive than prices through agents or (contract rates). (2) Company: Companies that can be used as a source of reservation are non-service companies such as private companies, foreign companies, joint ventures (joint ventures), state companies. Businessmen aside from doing office work, sometimes they can also use the price of the company to have a vacation with family, so the price follows the price in the company. (3) Travel Agent: Travel Agent is a business entity that specializes in tourism services. Travel agents play an important role as a hotel partner in increasing room occupancy rates.

Travel agent can be divided into two. Offline Travel Agent is a travel agent whose sales are carried out not through online media but through media in the form of brochures or banners, (Sugiarto, 2011:53). Guests can book directly by telephone directly to the reservation or by visiting the hotel directly to make a reservation. Examples of offline travel agents at The Haven Hotel Bali Seminyak are: Rama Tour, government, corporate and so on.

One type of travel agent that carries out its activities through online (Sugiarto, 2011:53). This type of travel agent provides online reservation services. The online travel agent's job is to become an intermediary or consultant for the accommodation company or airline in promoting online and increasing guest visits.

In 2019, the number of tourists staying at The Haven Hotel Bali Seminyak has decreased due to the eruption of Mount Agung. With problems like this, of course, hotel management is preparing a more aggressive marketing strategy to attract tourists who come to stay at The Haven Hotel Bali Seminyak through e-commerce.

E-commerce is the buying, selling and marketing of goods using electrical services such as radio, television and computers or the internet. So the notion of E-commerce is the process of buying and selling transactions carried out through the internet where the website is used as a container for the sales process (Wong, 2010). Not only online platforms that contribute to hotels but also offline platforms also contribute to increasing hotel room occupancy in order to achieve sales targets. From Table 1, it can be seen which platform contributes more to The Haven Hotel Bali Seminyak.

Table 1. Online Platform and Offline Platform Contributions to The Haven Seminyak Hotel (2016-2019)

| Platform | Year | Total YTDR | Contribution | Percentage (%) |
|------------------|------|------------|--------------|----------------|
| Online platform | 2016 | 55,931 | 35,791 | 64 |
| | 2017 | 57,299 | 38,347 | 67 |
| | 2018 | 57,120 | 36,993 | 65 |
| | 2019 | 57,688 | 36,514 | 63 |
| Offline platform | 2016 | 55,931 | 20,140 | 36 |
| | 2017 | 57,299 | 18,952 | 33 |
| | 2018 | 57,120 | 20,127 | 35 |
| | 2019 | 57,688 | 21,174 | 37 |

Based on Table 1, it can be seen that online platforms in 2016 contributed 35,791 YTDR with a percentage of 64% of the total online platforms in 2016, and the offline platform in 2016 contributed 20,140 YTDR with a percentage of 36% of the total offline platforms in 2016. From Table 1 it can be seen also the platform that has contributed the most is the online platform. Therefore researchers want to find out how much the contribution of each online platform.

The authors are interested to find out which online platform contributions are contributing more to The Haven Hotel Bali Seminyak by giving the title "Contribution to Online Platform Reservations in increasing room occupancy at The Haven Hotel Bali Seminyak".

Methodology

This research was conducted at the Reservation Department of THE HAVEN Hotel Bali Seminyak, this hotel is one of the four star hotels located at Jalan Raya Seminyak No. 500, SeminyakBadung Regency, Bali 80361. The Haven Hotel Bali Seminyak is located in a strategic location close to attractions double six beach and restaurant. The study was conducted at The Haven because online platforms contribute to room occupancy rates. This research was conducted for 4 (four) months. Data collected through interviews. The interview process is carried out by the parties concerned, one of them is the Reservation Manager. The analysis technique used is quantitative descriptive statistics.

Descriptive statistical analysis techniques in this study are done by first, presentation of data in tabular form. By using this analysis it will be known a trend of research results, whether included in the category of low, medium, high, decreased or increased. Second, presentation of data in visual form such as bar charts, circles or lines. Third, calculations using statistical techniques, frequency is expressed as a percentage of the development of online platform contributions with the right form in displaying frequency data with this research in the form of bar charts. The formula for finding the number of contributions to online platforms.

$$X = \frac{\text{Room occupied}}{\text{Number of online platform contribution}} \times 100\% \quad (1)$$

X = Percentage of online platform contributions

Fourth, descriptive is to describe or make conclusions from the calculation results obtained and describe the situation regarding the facts that occur in research.

Results and discussions

Results

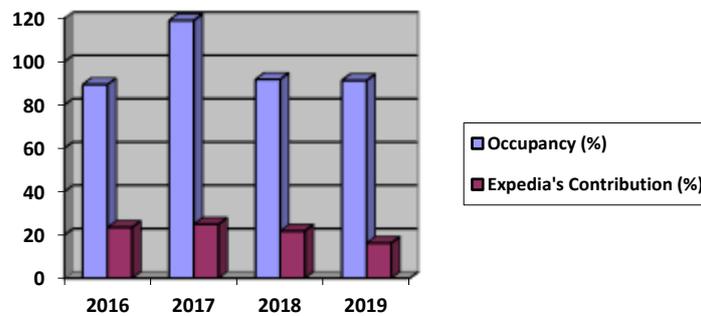
There are online platform reservation sources at The Haven Hotel Bali Seminyak such as expedia, booking.com, agoda, traveloka, hotelbed. The contribution of online platform reservations in 2016-2019 experienced fluctuations up and down can be seen in Table 2.

Table 2. Number of online platform contributions of 2016-2019

| Online Platform | Year | | | |
|-----------------|--------|--------|--------|--------|
| | 2016 | 2017 | 2018 | 2019 |
| Expedia | 14,657 | 16,053 | 13,030 | 10,274 |
| Booking.com | 11,585 | 15,766 | 17,177 | 10,378 |
| Agoda | 8,298 | 4,880 | 4,383 | 10,668 |
| Traveloka | 817 | 1,242 | 983 | 804 |
| Hotelbeds | 434 | 406 | 1,420 | 4,039 |

Discussions

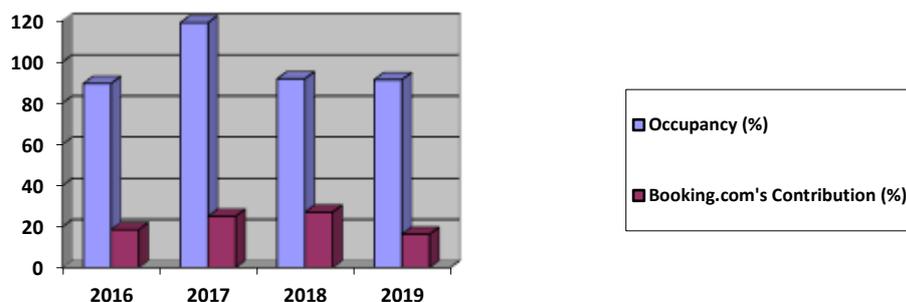
The results of this study stated that the contribution of the average percentage of online platforms for four years always fluctuates every year. Based on Table 2 above, it can be seen that the contribution of each online platform has fluctuated annually. The biggest online platform contribution is in 2016, and the biggest contribution is in 2018, Agoda contributed the most in 2019, Traveloka contributed the most in 2017, and Hotelbed was the biggest contribution in 2019.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 1. Expedia's Contribution to Room Occupancy 2016-2019

In Figure 1, it can be seen that expedia's contribution in the past four years has fluctuated up and down. In 2016, Expedia's average contribution was 23.51% with an average contribution of 1,221 room occupancy, and in 2017 Expedia experienced a 25% increase in room occupancy with an average contribution of 1,338 room occupancy due to the addition package for hotels. In 2018 expedia contributed 21.80% with an average contribution of 1,161 room occupancy and decreased because The Haven Bali Seminyak hotel eliminated package rates so that Expedia experienced a decrease, in 2019 Expedia contributed 16.20% with an average contribution of 857 room occupancy. Out of the last four years Expedia has contributed the most in 2017 because Expedia gave additional packages to its rate package with an average contribution of 1,338 room occupancy or equal to 25% of room occupancy.

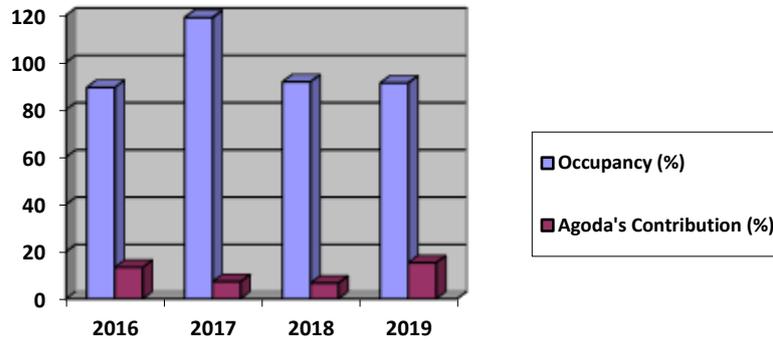


(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 2. Booking.com's Contribution to Room Occupancy 2016-2019

In Figure 2, it can be seen that the contribution of Booking.com over the past four years has fluctuated up and down. In 2016, Booking.com contributed 18.50% with an average contribution of 965 room occupancy. In 2017, Booking.com contributed 24.95% with an average contribution of 1,331 room occupancy and has increased due to Booking.com reducing package prices. In 2018, Booking.com contributed 26.99% with an average contribution of 1,433 room occupancy increasing contributions on the grounds that Booking.com provides coupon policies by reducing their own prices to attract more guests, and in 2019, Booking.com contributed 16.23% with an average contribution of 865 room occupancy, with the reason Booking.com eliminated package rates. On the last four years, Booking.com has contributed the most in 2018 with the

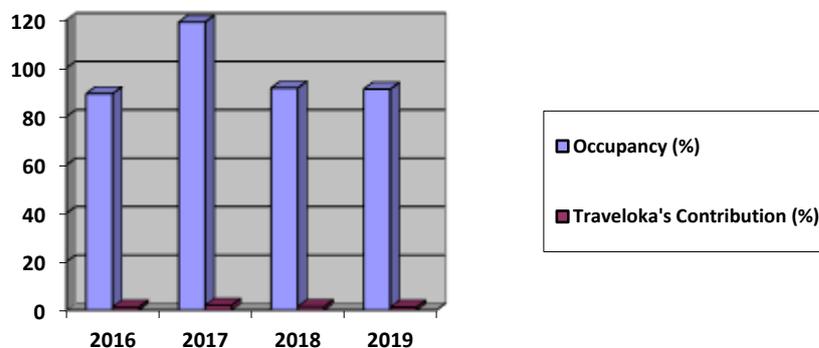
reason Booking.com provides a coupon policy that is by reducing their own prices to be more attractive to guests.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 3. Agoda's Contribution to Room Occupancy 2016-2019

In Figure 3, it can be seen that the contribution of Agoda in the past four years has fluctuated up and down. In 2016, Agoda contributed an average of 13.35% room occupancy with an average contribution of 692 room occupancy this year because Agoda gave a decrease in the price of members. In 2017, Agoda contributed an average of 7.29% room occupancy with an average contribution of 406 room dwellings this year Agoda has decreased on the grounds that Agoda has added package prices. In 2018, Agoda contributed an average of 6.7% room occupancy with an average contribution of 365 occupancy rooms Agoda has decreased contributions due to The Haven Bali Seminyak hotel eliminating members rates. In 2019, Agoda contributed an average of 15.30% room occupancy with an average contribution of 889 room occupancy and increased with the reason Agoda also reduced prices for can attract guests.

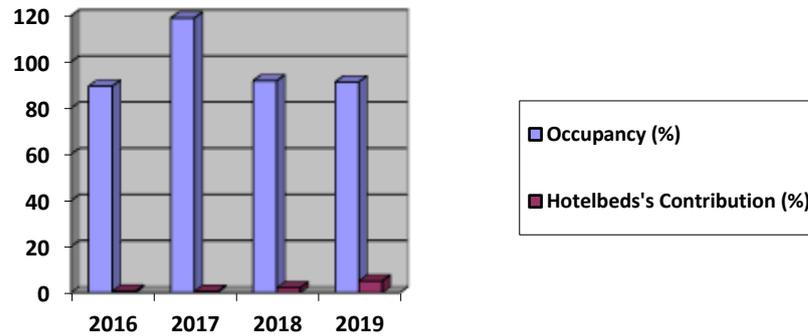


(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 4. Traveloka's Contribution to Room Occupancy 2016-2019

In Figure 4, it can be seen that the contribution of Traveloka in the past four years has fluctuated up and down. In 2016, Traveloka contributed an average of 1.29% with an average contribution of 68.08 room occupancy, and in 2017, Traveloka contributed an average of 1.98% room occupancy with an average contribution of 103,5 room occupancy and Traveloka increased due to the decrease in the price of members. In 2018, Traveloka contributed an average of 1.5% room occupancy with an average contribution of 81.91 room occupancy and Traveloka experienced an increase in contributions in the year 2017 with the reason that Traveloka reduced package prices. In 2019, Traveloka contributed an average of 1.27% room occupancy rate with an average contribution of 67 room occupancy and decreased because Traveloka increased package prices. If seen from the number of reservations for the last four years from Traveloka, the average contribution percentage has fluctuated up and down and the highest contribution of Traveloka in 2017 was 1.98% room occupancy with an average contribution of 103.5 room

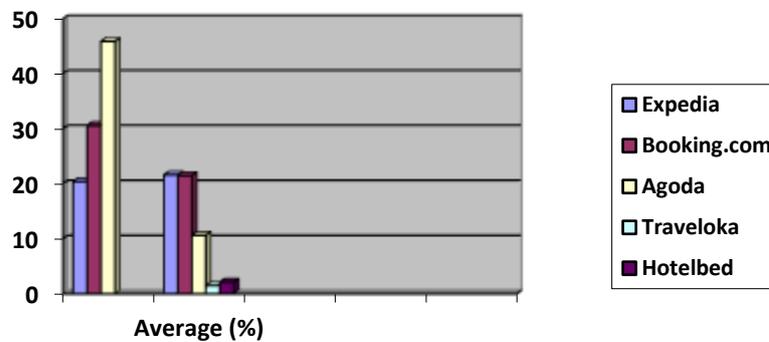
occupancy and the lowest contribution in 2019 was 1.27% room occupancy with an average contribution of 67 room occupancy.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 5. Hotelbeds's Contribution to Room Occupancy 2016-2019

Figure 5 shows the contribution of hotel bed in the past four years has fluctuated up and down. In 2016, the average Hotelbeds contribution during the year was 0.7% room occupancy with an average contribution of 36.5 room occupancy and in 2017, Hotelbeds contributed an average year-round of 0.64% room occupancy with an average number the average contribution of 33.83 room occupancy and decreased contribution on the grounds that Hotel bed raised package prices. In 2018, Hotelbeds contributed an average of 2.1% room occupancy with an average contribution of 126.54 room occupancy and increased contribution by reason of lowering package prices from Hotelbeds. In 2019, Hotelbeds contributed an average of 5.12% room occupancy with an average contribution of 270.6 room occupancy and an increase in contributions on the grounds that Hotelbeds also gave coupon policy by reducing prices them to attract guests. When seen the number of reservations in the last four years from Hotelbeds contributions fluctuating up and down, and the highest contribution in 2019 was 5.12% room occupancy.



(Source: The Haven Hotel Bali Seminyak, 2020)

Figure 6. Total Percentage of Online Platform Contributions 2016-2019

Table 3. Total Percentage of Online Platform Contributions 2016-2019

| Year | Expedia (%) | Booking.com (%) | Agoda (%) | Traveloka (%) | Hotelbed (%) |
|---------|-------------|-----------------|-----------|---------------|--------------|
| 2016 | 23.51 | 18.50 | 13.35 | 1.29 | 0.7 |
| 2017 | 25.0 | 24.29 | 7.29 | 1.98 | 0.64 |
| 2018 | 21.80 | 26.99 | 6.7 | 1.5 | 2.1 |
| 2019 | 16.20 | 16.23 | 15.30 | 1.27 | 5.12 |
| Average | 21.63 | 21.50 | 10.66 | 1.51 | 2.14 |

Based on Table 3 above, it can be seen the percentage of contributions in the last four years, the average percentage of contributions to Expedia amounted to 21.63% room occupancy, the average percentage of contributions to Booking.com amounted to 21.50% room occupancy, the average percentage contribution to Agoda was 10.66% room occupancy, the average percentage of contribution to Traveloka was 1.51% room occupancy, the average percentage of contribution to Hotelbeds was 2.14% room occupancy. From the percentage contribution of the five online platforms, the one that gave the biggest contribution was the online platform expedia with a contribution percentage of 21.63%.

Conclusions

The contribution of the average percentage of online platforms for four years always fluctuates every year. Ex-pedia for the last four years contributed 21.63% room occupancy rate, Booking.com for the last four years contributed 21.50% room occupancy rate, Agoda for the last four years contributed 10.66% room occupancy rate, Traveloka for four last year contributed 1.51% room occupancy rate, Hotelbed for the last four years contributed 2.14% room occupancy rate. Expedia contributed the most, viz 21.63% of room occupancy rate contribution for the last four years. In an effort to increase room occupancy rates, The Haven Hotel Bali Seminyak should work more closely with other online platforms and be more vigorous in conducting promotions.

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