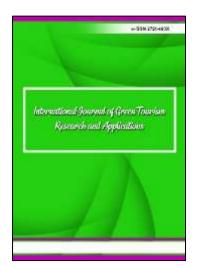# Contribution of reservation through online and offline travel agents to increase room sales volume at New Kuta Hotel, Pecatu, Bali

Baiq Mega Yustika Kharomah[1*], I Gede Mudana[2], Elvira Septevany[3]
[1,2,3]Tourism Department, Politeknik Negeri Bali, Indonesia
Email: [1]baiq.mega0810@gmail.com, [2]gedemudana@pnb.ac.id, [3]elvira_s@pnb.ac.id

Abstract
Purpose: This study aims to determine the reservation contribution of online and offline travel agent on room sales volume and the implication of the contribution towards New Kuta Hotel, Pecatu, Bali.
Research methods: Analytical techniques of this study are classical assumption tests, multiple correlation analysis, multiple linear regression analysis, multiple determination analysis, and hypothesis tests (t-test and F-test) which are tested using SPSS program.
Results and discussion: There are positive and significant contributions between Online Travel Agents and Offline Travel Agent to Room Sales Volume. Analysis of multiple determination test shows independent variables simultaneously contribute 99.4% to room sales volume, while 0.06% is influenced by other factors such as walk-in guest, MICE guest, and reservation through telephone.
Conclusion: The ups and downs of the contribution of reservations through online and offline travel agents on the sales volume of New Kuta Hotel in the form of ups and downs hotel revenue, employee service charge and management opportunities to renovate the facilities of New Kuta Hotel, Pecatu, Bali.

Keywords: contribution, reservation, online travel agent, offline travel agent, room sales volume.

Introduction

Hotel is a company engaged in the business of providing rooms, providing food and drinks, and other facilities such as spa, gym, swimming pool, meeting room and others. Hotel is a place that prioritizes the comfort of guests and the friendliness of the hotel staff (Hidayatun et al, 2017:57). According to Sulastiyono (2011:5), a hotel is a company that is managed by the owner by providing food, beverage and room facilities for sleeping to people who travel and are able to pay a reasonable amount in accordance with the services received without any special agreement.

One of 4-star hotels in Bali is New Kuta Hotel. To fill the available rooms in order to increase the volume of room sales, New Kuta Hotel collaborates with online travel agents and offline travel agents who have collaborated since the establishment of the hotel. Online travel

agent is one type of travel agent that utilizes the development of the internet because its overall activities are online based. Online travel agents provide online reservations which are facilities needed by tourists in making a trip (Sagitarini, 2017:52). OTA also provides flight ticket search with details such as flight schedule and price information (Granados et al., 2012: 167). Online travel agents help hotel to carry out promotions through official websites or social media. In general, sales through online travel agents are expected to be one of several potential distributions to increase hotel revenues (Sulistyaningrum et al, 2019:49). While an offline travel agent (Ourania, 2016:23) is a travel agent with a traditional concept, namely as a "one stop shop" that provides a variety of travel services. Offline travel agent is a business partner that is included in the retail business and wholesaler. Each offline travel agent has a different contract rate agreement and special offer approval for sales and promotions and has a different market (Septiawan et al., 2018:27). Travel agent contribution to the volume of New Kuta Hotel room sales from year to year has been unstable and can be seen in the following table:

Table 1. The Contribution of Travel Agent to Room Sales Volume of New Kuta Hotel

Year	Online Travel Agent	Offline Travel Agent	Room Sales Volume
2009	766	8,177	11,056
2010	2,510	4,310	55,399
2011	1,526	48,047	58,286
2012	3,538	32,222	47,044
2013	4,322	29,851	43,142
2014	2,819	43,649	56,784
2015	2,908	25,479	33,619
2016	2,841	34,540	43,689
2017	2,759	62,076	66,620
2018	2,121	62,337	66,846
2019	2,387	57,457	61,074

(Source: Sales and Marketing Department New Kuta Hotel, 2020)

Travel agents have a significant contribution to the room sales volume at New Kuta Hotel. But the reality is not able to maintain the stability of its contribution from year to year. The unstable of reservation from a travel agent can be seen from many decreases that have occurred in several years. Online travel agents decreased from the previous year in 2011, 2014, 2016, 2017 and 2018, while online travel agents experienced a similar decrease in sales volume in 2012, 2013, 2015 and 2019. Based on the table above, it is known that offline travel agents contributed more dominant than online travel agent in increasing room sales volume of New Kuta Hotel. Although reservations are available through online travel agents and offline travel agents, in fact the volume of room sales at New Kuta Hotel is still not stable. It also caused the volume of room sales which had direct implications on hotel revenue, service charges and the opportunity for hotels to renovate facilities and purchase equipment. Therefore, this research will examine the contribution of reservations through online and offline travel agents in increasing the volume of room sales and their implications for New Kuta Hotel, Pecatu, Bali.

Research methods

Based on the background of this study, the object of research is the contribution of reservations through online and offline travel agents in increasing the room sales volume and its implication to New Kuta Hotel, Pecatu, Bali. The research location is New Kuta Hotel which is a 4-star hotel and located in Pecatu, Bali.

In this research, there are two independent variables named Online Travel Agent (X1) and Offline Travel Agent (X2), while the dependent variable is Room Sales Volume (Y). Online travel agent (X1) in this research is support through online travel agent in the form of room solds per month in 2017-2019. Offline travel agent (X2) in this research is support through offline travel agent in the form of room solds per month in 2017-2019. While room sales volume (Y) in this research is total room sales volume which has been reduced from complimentary room (free of charge) per month in 2017-2019.

The data which is used in this study are primary data such as the results of interview with Sales Manager of New Kuta Hotel and secondary data are the amount of travel agent contribution and total room sales volume. Data collection method which is used in this research are observation, interview, literature review and documentation.

This study using quantitative and qualitative analysis. Quantitative analysis method uses multiple linear regression analysis assisted by SPSS 23. As for testing in multiple linear regression analysis are classical assumption analysis, multiple correlation analysis, multiple linear regression analysis, multiple determination analysis, and hypothesis tests (t-test and F-test). While the qualitative analysis is using the result of interview with Sales Manager of New Kuta Hotel.

Results and discussion

In this study, the data will be tested using the SPSS program. The data is the contribution of reservations through online and offline travel agents to room sales volume obtained from the New Kuta Hotel, Pecatu, Bali. The following is a table of travel agent contributions per month on 2017-2019:

Table 2. Contribution of Reservations through Online and Offline Travel Agents to the Room Sales Volume of New Kuta Hotel

Month	Online Travel Agent			Offline Travel Agent			Room Sales Volume		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
January	182	160	100	4,235	1,404	4,371	4,639	1,648	4,480
February	365	128	97	3,912	5,284	2,675	4,377	5,597	2,885
March	298	379	240	4,860	6,926	4,434	5,358	7,438	4,728
April	210	133	266	6,181	6,325	5,144	6,501	6,715	5,402
May	179	167	232	6,392	6,249	4,591	6,608	6,482	4,851
June	244	132	276	5,771	5,771	5,558	6,097	6,095	5,925
July	269	229	266	6,360	5,504	5,287	6,789	6,225	5,628
August	223	197	217	6,131	5,814	4,679	6,505	6,149	5,259
September	271	198	215	6,277	5,499	4,646	6,739	5,956	4,917
October	302	141	118	5,335	4,884	5,176	5,881	5,147	5,323
November	61	30	181	6,439	3,625	5,286	6,718	4,026	5,595
December	155	227	179	183	5,052	5,610	408	5,368	6,081
Total	2,759	2,121	2,387	62,076	62,337	57,457	66,620	66,846	61,074

(Source: Sales and Marketing Department New Kuta Hotel, 2020)

Based on Table 2, the following tests can be tested:
1. Multiple Correlation Analysis

Multiple correlation analysis is a number that shows the direction and strength of independent relations together with one dependent variable (Sugiyono, 2014:231). Guidelines for interpreting the correlation coefficient can be seen in the following table:

Table 3. Interpretation of Correlation Coefficient and Relationship Level

Coefficient Intervals	Relationship Level
0.00-0.199	Very Low
0.20-0.399	Low
0.40-0.599	Moderate
0.60-0.799	Strong
0.80-1.000	Very Strong

(Source: Sugiyono, 2014)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997[a]	.994	.994	111.326	1.895

a. Predictors: (Constant), Travel Agent Luring, Travel Agent Daring

b. Dependent Variable: Volume Penjualan Kamar

Figure 1. Multiple Correlation Analysis Result
(Source: Results of SPSS Data Processing, 2020)

Based on Figure 1, in column R (Multiple Correlations) a value of 0.997 is obtained. If interpreted using the association interpretation on table 3, the value of 0.997 is between 0.80-1.000 which means very strong. So, it can be said that the Online Travel Agent (X1) and Travel Agent Offline (X2) variables have a very strong level of closeness in increasing room sales volume of New Kuta Hotel.

2. Multiple Linear Regression Analysis

According to Sugiyono (2014:277), multiple regression analysis intends to predict how the condition (ups and downs) of the dependent variable (criterium), if two or more independent variables as a predictor factor is manipulated. In this case, multiple linear regression is intended to predict room sales volume obtained if the value of online and offline travel agent variable is raised or lowered. Multiple linear regression equation is:

$Y = b_0 + b_1X_1 + b_2X_2 + ...b_nX_n$

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	125.383	78.506		1.597	.120		
	Travel Agent Daring	.763	.251	.042	3.048	.005	.939	1.065
	Travel Agent Luring	1.014	.014	.986	72.200	.000	.939	1.065

a. Dependent Variable: Volume Penjualan Kamar

Figure 2. Multiple Linear Regression Analysis Result
(Source: Results of SPSS Data Processing, 2020)

Based on the results of multiple regression analyses in Figure 2, the constant's value coefficient is 125.383 with significance 0.120 > 0.1 which means the constant's value is not considered or worth 0. This means, if the online Travel Agent (X1) and offline Travel Agent (X2) are assumed to be constant (zero), then the size of the room sales volume will be constant or zero. Therefore, constants are not included into the equation, so the equation used in this study is:

$$Y = b_1 X_1 + b_2 X_2$$
$$Y = 0.763 X_1 + 1.014 X_2$$

From the equation, it can be assumed:

a) Coefficient regression value of Online Travel Agent (X1) is 0.763. This indicates that if online travel agent contributions are increased by 1,000 times, then the room sales volume is 763 room sold assuming Travel Agent offline (X2) is a constant or 0.

b) Coefficient regression value of Offline Travel Agent is 1.014. This indicates that if offline travel agent contributions are increased by 1,000 times, then the room sales volume is 1,014 room sold assuming the Online Travel Agent (X1) is a constant or 0.

c) If the contribution of online and offline travel agent jointly increased by 1,000 times, then the volume of room sales is 1,777 room sold.

3. Multiple Determination Analysis

The analysis of coefficient of determination serves to show the magnitude of the contribution of the dependent variable. The higher the value of R^2, the greater the ability of the independent variable to explain variations in changes to the dependent variable (Rimbawan, 2013:321).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997[a]	.994	.994	111.326	1.895

a. Predictors: (Constant), Travel Agent Luring, Travel Agent Daring

b. Dependent Variable: Volume Penjualan Kamar

Figure 3. Multiple Determination Analysis Result
(Source: Results of SPSS Data Processing, 2020)

In Figure 3, Adjusted R^2 value is 0.994. Based on the results of the coefficient of determination, the value of contribution of reservation through online and offline travel agent is 99.4%, while the remaining 0.6% is influenced by other factors such as walk-in guests, MICE guest and telephone reservations (according to interviews with the New Kuta Hotel Sales Manager).

4. Hypothesis Tests

T-test is used to partially test the hypothesis in order to show the effect of each independent variable on the dependent variable. In this case, the t test aims to determine whether X1 and X2 partially/ each significantly influence the Y variable. Criteria that can be used to determine the effect of whether the hypothesis has been significant or not significant in this study:

- Accept Ho if: t-count ≤ t-table
- Reject Ho if: t-count > t-table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	125.383	78.506		1.597	.120		
	Travel Agent Daring	.763	.251	.042	3.048	.005	.939	1.065
	Travel Agent Luring	1.014	.014	.986	72.200	.000	.939	1.065

a. Dependent Variable: Volume Penjualan Kamar

Figure 4. T-test Result
(Source: Results of SPSS Data Processing, 2020)

Based on the result of parsial test:
a. Online Travel Agent: the t count is 3.048, while the t-table value is 1.69236. The value of t-count is bigger than t-table, which means t-count is in the area of rejection Ho and Ha are accepted. This proves that there is a partial positive contribution between Online Travel Agents (X1) to the Sales Volume of New Kuta Hotel Rooms.
b. T-count from the Travel Agent Offline variable (X2) is 72.200, while for the t-table value is 1.69236. The value of t count is bigger than the value of t table, which means t count is in the area of rejection Ho and Ha are accepted. So, it can be concluded that the Travel Agent Offline variable (X2) influences and partially positively contributes to the variable Room Sales Volume (Y) of New Kuta Hotel.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70376488.10	2	35188244.05	2839.278	.000[b]
	Residual	408981.454	33	12393.377		
	Total	70785469.56	35			

a. Dependent Variable: Volume Penjualan Kamar

b. Predictors: (Constant), Travel Agent Luring, Travel Agent Daring

Figure 5. F-test Result
(Source: Results of SPSS Data Processing, 2020)

F-test is a simultaneous regression relationship test that aims to determine whether all independent variables together influence on the dependent variable. In this study, the F-test aims to determine whether Online Travel Agents and Offline Travel Agents simultaneously affect room sales volume.

Criteria that can be used to determine whether the simultaneous coefficient values obtained are significant or not significant in this study are:
• Accept Ho if: f-count ≤ f-table
• Reject Ho if: f-count > f-table

Based on Figure 5, F-count value is 2839.278 and the F-table shows 2.47 which means F-count value is bigger than F-table. Then, it can be concluded that the two independent variables namely Online Travel Agent (X1) and Travel Agent Offline (X2) contribute and have a significant or simultaneous effect on the Room Sales Volume (Y) of New Kuta Hotel, Pecatu, Bali.

Reservation contribution through online travel agent to room sales volume of New Kuta Hotel

The contribution of reservations through online travel agents based on the analysis of the t-count value is 3.048 and the t-table value is 1.69236 shows that reservations through online travel agents have a positive effect on the sales volume of New Kuta Hotel rooms, Pecatu, Bali.

Online travel agents that work with New Kuta Hotels are Booking.com, Book N Pay, Ctrip, Expedia, Hotelbeds, MG Holiday, Tiket.com and Traveloka. Contributions from online travel agents can be seen on Table 2.

Based on table 2, it can be concluded that the contribution of reservations through online travel agents from 2017-2019 is still unstable. Therefore, the Sales Marketing Department provides several special treatments to maintain cooperation and encourage reservation contributions through online travel agents. The strategies of Sales Marketing Department are providing promotions (Early birds, special occasions, last-minute bookings, free coconut drinks or welcome drinks, affordable prices and bounding with the nearest waterpark (in the form of packages), so with a few treatments it is expected that the contribution of online travel agents will reach hotel targets, which is 20% of the total sales volume of New Kuta Hotel rooms (Interview with Sales Manager of New Kuta Hotel, March 5 2020).

Reservation contribution through offline travel agent to room sales volume of New Kuta Hotel

The contribution of reservation through offline travel agent is based on an analysis of the t-count is 72,200, while for t-table, the value is 1.69236. The t value is bigger than the t-table value which indicates that the Travel Agent Offline variable (X2) has a positive effect partially on room sales volume of New Kuta Hotel.

The participation of offline travel agents in increasing sales volume of New Kuta Hotel rooms in 2017-2019 takes an average of 80-90% of the room sales volume, so that it is in line with the targets set by the management of New Kuta Hotel, it's just that the contribution is still not stable yet (Interview with Sales Manager of New Kuta Hotel, 5 March 2020).

According to an interview with the Sales Manager of New Kuta Hotel, in order to increase the contribution of reservations through offline travel agents and maintain stability, New Kuta Hotel implements several policies. In the case of the selection of an offline travel agent, New Kuta Hotel cooperates with offline travel agent who has good finance so that the payments run smoothly without debt. Related to this, New Kuta Hotel applies a policy named "No Payment, No Check-Out" on offline travel agents, which means guests will not be allowed to check out if the travel agent has not paid their payment. Then, the management of New Kuta Hotel also provides the opportunity for offline travel agents to do "floating" or put a certain amount of funds, so that offline travel agents who do floating funds will be given a special price by the New Kuta Hotel management and become a priority. However, the condition is reaching the specified number of sold room targets as agreed in advance.

Reservation contribution through online and offline travel agent to room sales volume of New Kuta Hotel

Based on the analysis of F-test, F-count value is 2839.278 and F-table value is 2.47, which means F-count value is bigger than F-table, so it can be stated that there is an influence from reservations through online and offline travel agents simultaneously to room sales volume of New Kuta Hotel. From the results of multiple determination analysis, it is also known that together, reservations through online and offline travel agents contribute 99.4% which proves that the two independent variables play an important role in room sales volume of New Kuta Hotel.

The implication of reservation contribution through online and offline travel agent to room sales volume New Kuta Hotel

The contribution of online and offline travel agent reservations in the form of room sold affects the increase and decrease in room sales volume of New Kuta Hotel. According to an interview with the Sales Manager of New Kuta Hotel on March 5, 2020, a change in the number of room sales volume has direct implications for hotel revenues and profits. When hotel revenue increases, hotel revenue will increase so that with the increase in hotel revenue, the number of service charges that will be paid to employees will also increase. In addition, the increase in hotel revenue and revenue will have implications for the management's opportunity to improve facilities, such as rooms' out of order, public areas and the purchase of new equipment. Likewise, if hotel revenue decreases, hotel revenue will decrease so that the service charge paid to employees will also decrease. With the decline, the opportunity for hotels to take advantage of these benefits to renovate facilities and purchase other equipment will be lost (Interview with Sales Manager of New Kuta Hotel, March 5, 2020).

Conclusion

Based on this research, in terms of the contribution of reservations through online and offline travel agents, based on the t-test that was tested and discussed in the previous chapter, the results showed that the two independent variables contributed partially positively to the dependent variable Room Sales Volume (Y), namely for Online Travel Agents (X1) obtained t-count > t-table (3.048 > 1.69236) and Travel Agent Offline (X2) obtained t-count > t-table (72.200 > 1.69236). Simultaneously, based on the results of the F-test that has been carried out, the value of F-count > F-table (2839.278 > 2.47). So, it can be said that simultaneously or together, online and offline travel agent variables influence and positively contribute to increasing the sales volume of New Kuta Hotel rooms, Pecatu, Bali. This is reinforced by the results of the multiple determination analysis test which shows a figure of 99.4%, which means that the contribution of reservations through online and offline travel agents together dominates the variable room sales volume.

Furthermore, based on the results of research conducted by observations during trainee period (field study) and the results of interviews with Sales Managers of New Kuta Hotel show that the contribution of reservations through online and offline travel agents have direct implications on the ups and downs of hotel revenues and profits. The ups and downs of hotel revenues and profits results in an increase or decrease in service charges paid to employees, and if travel agent contributions increase, hotel revenues and profits also increase, the management of New Kuta Hotel also has the opportunity to renovate rooms out of order, public areas and purchase of new equipment needed to support hotel operations. So, it can

be said that the ups and downs in room sales volume caused by the number of travel agent contributions have a direct impact on the New Kuta Hotel.

Acknowledgement

References

Bithara, B.B., Widana, I.P.K.A., Murni, N.G.N.S. (2020). Implementing Tri Hita Karana Values in Grand Inna Kuta's Corporate Social Responsibility Program. International Journal of Green Tourism Research and Applications, 2(1), 1-10.

Granados, N., Gupta, A., & Kauffman, R. J. (2012). Online and offline demand and price elasticities: Evidence from the air travel industry. Information Systems Research, 23(1), 164-181.

Hidayatun, N., Rosmiati, M., & Saputro, E. (2017). "Aplikasi E-Reservation untuk Pemesanan Kamar pada Hotel Hin's". Jurnal Techno Nusa Mandiri, 14(1), 57-62.

Ourania, V. (2016). Online Travel Agencies' (OTA) Products and Services: Complaints, Bad Reviews and the Survival of the Traditional Travel Agent and Tour Operator. Have the Otas Forgotten Basic Tourism Marketing Principles?. Tourism Research Institute, 15(1), 21-32.

Rimbawan, Nyoman Dayuh. (2013). Statistik Inferensial untuk Ekonomi dan Bisnis. Denpasar: Udayana University Press.

Sagitarini, L. L. (2017). "Faktor-Faktor yang Dipertimbangkan Wisatawan dalam Melakukan Reservasi Kamar Secara Online. Jurnal Bisnis Dan Kewirausahaan", 13(1), 52-61.

Septiawan, P., Nadra, N. M., Astuti, N. N. S. (2018). Contribution of Offline and Online Travel Agent toward Room Occupancy at Four Points by Sheraton Bali Seminyak Hotel. Journal of Applied Sciences in Travel and Hospitality, 1(1), 24.

Sugiyono. (2014). Statistika untuk Penelitian, Cetakan ke-24. Bandung: Alfabeta.

Sugiyono. (2015). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D). Bandung: Alfabeta.

Sulastiyono, Agus. (2011). Manajemen Penyelenggaraan Hotel Seri Manajemen Usaha Jasa Sarana Pariwisata dan Akomodasi. Bandung: Alfabeta.

Sulistyaningrum, N. U. D., Mudana, I. G., Astawa, I. K., Sudiarta, M., & Armoni, N. L. E. (2019). Contribution of Hotel Website, Online Travel Agent, and Offline Travel Agent to Room Revenue in Melia Bali. Journal of Applied Sciences in Travel and Hospitality, 2(1), 47-56.

Surya, P.R.A., Budarma, I.K., Mudana, I.G. (2020). Three-Cluster Policy in the Implementation of Corporate Social Responsibility at InterContinental Bali Resort. International Journal of Green Tourism Research and Applications, 2(1), 11-21.