

Reservation strategy to increase room occupancy through online platform at Desa Visesa Ubud Resort

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Abstract

Purpose: This study aims to determine the contribution of online platforms to room occupancy rates in 2017 to 2019 and to find out reservation strategies in increasing room occupancy through online platforms in Desa Visesa Ubud Resort.

Research methods: The data used in this study were collected by interview, observation, documentation, and literature study methods which are then processed using descriptive statistical analysis techniques and qualitative descriptive techniques using Excel tools to analyze data.

Results and discussion: The percentage of the contribution of the five online platforms that collaborate with Desa Visesa Ubud Resort namely Agoda, Booking.com, Expedia, Tiket.com, and Waka showed a number of more than 50% which could be interpreted that the online platform contribution was very significant for occupancy rooms at Desa Visesa Ubud Resort in 2017-2019.

Conclusion: In increasing room occupancy in Desa Visesa Ubud Resort, all reservation staff use marketing strategies and balance with good personality attributes in an effort to improve room occupancy, especially in increasing room occupancy through the online platform. It is recommended that sales and marketing can evaluate each online platform and for management to add other strategies, especially strategies in marketing the rooms so that room occupancy can increase.

Keywords: reservation strategy, room occupancy, online platform

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Introduction

In the era of globalization, technology has been used by various social groups from the middle to lower-middle-class to social groups from the high class. Besides being used by social class groups, technology is also developing rapidly for children and adults.

Information technology (IT) assist humans in creating, changing, storing, communicating, or disseminating information. Also brings together high-speed computing and communication for data, voice, and video (Williams et al, 2003). Information Technology is very helpful for business people, especially in the hospitality world in running their business. Hospitality activities, for example, cannot be separated from IT in marketing hotel rooms to their consumer. To market independent hotel rooms, hotel management can also promote such rooms,

facilities, and other products that are owned through travel agents, especially through online platforms.

The online platform has become a best choice of prospective guests in booking hotel rooms compared to other operators of offline tour agents (Beritelli & Schegg, 2016). Collaborating with online platforms, makes hotel companies easier to market their room availability to potential customer (Beritelli, 2011). As well as it also making it easier to market room availability, working with online platforms can also make it easier to sell the availability facilities belong to hotel (Bramwell & Lane, 2000). On the other side, the online platform also assist the guest's hotel to book a hotel room or facility (Czernek, 2013:102) working together with the online platform is not only simplifies hotel performance but also facilitate guests who want to make a booking (Pansiri, 2013:67) through this collaboration, a company, especially a hotel like Desa Visesa Ubud Resort, is able easily achieve increasing room occupancy as its target.

Desa Visesa Ubud Resort is a five-star hotel in Ubud that has a total of 106 rooms. In marketing its rooms, Desa Visesa Ubud Resort collaborates with Travel Agents, especially online platforms supported by Information Technology to reach residential targets. Various strategies are carried out in marketing the rooms in Desa Visesa Ubud Resort to get the specified target. The sales and marketing department especially the reservation section is responsible for increasing room occupancy because, in the Desa Visesa Ubud Resort, the reservation section is become a part of the sales and marketing department.

Strategy is a plan that has been prepared for an organization or individual to ensure the achievement of business activity targets (Aithal, 2016:171). Strategy is closely related to the process of achieving the goals set by the organization within a company (Nickols, 2016:4) so that to improve room occupancy will not be separated from strategies used. Besides, there is also a plan combining the goals, policies, decisions and actions of the organization which can be carried out by all members in an organization (Proctor, 2014:1). In its implementation, the strategy has a main goal which is to identify the way the company uses its resources and manage all it activities in implementing the strategy (West et al. 2015:33) not only the sales and marketing team, the highest management of a company must also pay attention to the parts others contained in the company such as the reservation section so that all targets can be achieved to the maximum.

Observation results found that online platforms that have major contributions in collaborating with Desa Visesa Ubud Resort are Expedia, Agoda, Booking.com and Tiket.com. All four online platforms are making good progress, especially in increasing room occupancy. Cooperating in marketing the products, Desa Visesa Ubud Resort has agreed with the online platform, especially the prices and packages that have been agreed upon and are ready to be marketed to customers. Last but not least, other strategies are also used in marketing products, facilities and services to achieve sales determined by the Desa Visesa Ubud Resort.

To increase room occupancy, various strategies are carried out by the sales and marketing department. Based on the above problem, the writers are interested in conducting a study of reservation strategies in increasing room occupancy through the online platform at Desa Visesa Ubud Resort where the research problems in this study are how does the online platform contribute to room occupancy and what is the reservation strategy in increasing room occupancy through online platform at Desa Visesa Ubud Resort.

Research methods

This study was held at Desa Visesa Ubud Resort using quantitative and qualitative data. The primary data were obtained from interviews, observations, literature studies, and documentation and the secondary data from the company. The total number of informants are six. Data analysis techniques used are descriptive statistical data analysis techniques and qualitative descriptive analysis techniques. Where descriptive statistical data analysis techniques to analyze data by describing data collected (Sugiyono, 2019) to analyze the data that has been obtained by author in this study will be assisted with Excel. While qualitative descriptive data analysis techniques are used to describe, summarize the various conditions and situations that exist in the research object (Bungin, 2011:68) in this study the data that has been obtained will be reduced, display, and verification data following the topic.

Results and discussion

Contribution of Online Platform to Room Occupancy at Desa Visesa Ubud Resort

The contribution of each online platform who have collaboration with Desa Visesa Ubud Resort in this thesis will be displayed in the form of a percentage. The following are the results of the calculation of the contribution of each online platform to room occupancy at Desa Visesa Ubud Resort in 2017-2019.

Table 1. Online Platform Contribution to Room Occupancy in 2017-2019

Online Platform	Year	Contribution	Percentage Online Platform Contribution to Room Occupancy (%)
Agoda	2017	4,112	12.0
	2018	5,850	25.8
	2019	9,724	37.0
Booking.com	2017	5,878	17.2
	2018	4,697	20.7
	2019	5,703	21.7
Expedia	2017	7,288	21.3
	2018	2,702	11.9
	2019	5,284	20.1
Tiket.com	2017	1,450	4.2
	2018	332	1.5
	2019	514	2.0
Waka	2017	1,392	4.1
	2018	296	1.3
	2019	433	1.6

(Source: Processed data, 2020)

Based on Table 1, it can be seen that the percentage of online platform contributions to total room occupancy from 2017-2019 that has increased every year is Agoda online platform and Booking.com online platform, while the percentage contribution of Expedia, Tiket.com, and Waka for room occupancy for the years 2017-2019 has seen a decrease in contributions in 2018 and an increase in contribution in 2019.

The following is the annual yearly contribution table of the five online platforms that collaborate with Desa Visesa Ubud Resort such as Agoda, Booking.com, Expedia, Tiket.com, and Waka for room occupancy from 2017-2019 at Desa Visesa Ubud Resort.

Table 2. Yearly Contribution of Online Platform in 2017-2019

Year	Yearly Contribution (room)	Yearly Contribution (%)
2017	20,120	58.8
2018	13,877	61.2
2019	20,424	82.4

(Source: Processed data, 2020)

Based on Table 2, it can be seen that the percentage of the contribution of the five online platforms that collaborate with Desa Visesa Ubud Resort such as Agoda, Booking.com, Expedia, Tiket.com, and Waka shows a yearly contribution percentage of online platform more than 50% which can be interpreted that online platform contributions are very significant for room occupancy in Desa Visesa Ubud Resort from 2017-2019 or in other words, the online platform has contributed greatly to the room occupancy in Desa Visesa Ubud Resort in 2017-2019.

Reservation strategy in increasing room occupancy through online platform

To increase room occupancy especially through online platforms, the reservation section applies a marketing strategy by making several offers to online platform agents. Marketing strategies undertaken in the reservation section to increase room occupancy especially to serve online platform agents include:

1. Approach the online platform agent

Approach to online platform agents can be done by always greeting when starting communication and mentioning identities such as name and position. Usually, the approach to the greeting is mandatory for all staff, especially reservation staff either to guests or agents, especially the online platform agent because by starting a communication through polite and polite greetings, online platform agents, in particular, will feel comfortable when communicating either by telephone or communicating via email while giving a good first impression, especially giving a good first impression on hotel services. So in doing this approach, the online platform agent will feel closer to the reservation staff which results in a closer relationship between the hotel and the online platform agent, especially in collaborating in marketing and selling hotel properties on the official web platform online.

2. Provide complete information about rooms and amenities

All hotel staff, especially reservation staff, are required to have extensive knowledge, especially knowledge of detailed information about rooms and room facilities such as explaining room type, room location, benefits obtained while staying at Desa Visesa Ubud Resort, and so on. So that by providing complete information about rooms and facilities to the online platform agent, it can provide confidence to the online platform agent that the knowledge possessed by the staff will be able to satisfy the guests during the online platform guests staying at Desa Visesa Ubud Resort. So online platform agents are encouraged to market and sell Desa Visesa Ubud Resort properties on the official online platform website.

3. Offering other supporting products

Offering other supporting products such as meeting room facilities, gym, Spa services, pick-up services, and so on are carried out by reservation staff. Offers made by the reservation section regarding facilities and services owned by the hotel can be made if the online platform agent contacts the reservation section to inquire about the availability of facilities and services

at certain periods either by telephone or email, in that case, the opportunity for the reservation section to offer supporting products facilities such as meeting rooms, gyms, SPA services, and other supporting products owned by the hotel to the online platform agent can be done. By offering facilities and services that the hotel has, it can indirectly increase room occupancy because when the reservation staff offers products, facilities, and other services to online platform agents, it can attract the trust of online platform agents and encourage online agent platforms to market products online. official website platform.

4. Describe the products, services and facilities in detail

In offering products, facilities, and services, all reservation staff provides detailed explanations such as providing information carried out by reservation staff regarding the benefits of Spa services as well as some existing treatments, product excellence especially existing rooms and facilities therein so that the online platform agent find out in detail about the products, facilities, and services available at the hotel for further marketing. Information provided by reservation staff to online platform agents to attract online platform agents' interest in the property and lead to the certainty of online platform agents to sell and market products, services, and facilities offered on the online platform's official website.

5. Negotiate with online agent platforms

In conducting a marketing strategy, the reservation staff conducts several negotiations with online platform agents by offering offers of room types and facilities obtained from the most expensive to the cheapest prices so that the online platform of the agent can make more detailed offers to guests so that guests can choose the type of room to be booked according to their needs, negotiations were carried out to optimize room occupancy and maximize especially to achieve hotel revenue.

In addition to implementing marketing strategies to improve room occupancy, reservation staff also apply some good personality attributes as a weapon in competing with competitors, especially in efforts to attract the attention of online platform agents. The personality of the reservation clerk is very important especially in determining the online platform agent's assessment of the products and services provided by the Desa Visesa Ubud Resort. By applying marketing strategies with balanced application of good personality attributes in serving online platform agents, it can indirectly increase room occupancy.

Conclusion

The percentage of each online platform who have collaboration with Desa Visesa Ubud Resort such as Agoda, Booking.com, Expedia, Tiket.com, and Waka online platform has contributed greatly to the room occupancy in Desa Visesa Ubud Resort in 2017-2019, increased in 2019.

To increase room occupancy through an online platform, the reservation section uses a business strategy because it is considered effective in improving the performance of reservation staff and is considered effective and good for increasing room occupancy. The business strategy used in the reservation section is the implementation of a marketing strategy balanced by applying personality attributes in optimizing efforts to improve room occupancy through the online platform.

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