

CONTRIBUTION OF OFFLINE AND ONLINE TRAVEL AGENT RESERVATION TO ROOM REVENUE IN ALILA VILLAS ULUWATU

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ABSTRACT

This study enlightens the contribution of offline travel agent and online travel agent reservation to the room revenue at Alila Villas Uluwatu. The purpose of this research is to determine the contribution of offline travel agent and online travel agent reservation to the room revenue. Data collection technique used were observation, interview, and documentation study. The analysis technique used is statistic descriptive that are supported by qualitative analysis. The result of the research shows that the contribution of offline travel agent and online travel agent reservation for three years has fluctuated. The average contribution of offline travel agent reservations in 2015-2017 is 67.38%. In 2015 the average contribution was 77%, contributing 58% in 2016 and in 2017 the contribution of offline travel agents increased by contributing 66%, while the average contribution of online travel agent reservations in 2015- 2017 is 32.62%. In 2015 contributes 34%, in 2016 contributing an average of 42%, and in 2017 contributing 34%. There are 5 highest reservation contributions sourced from offline travel agents such as Jason Travel Korea, TMS Tour, Bali Kami, Airtours, and Windy's Bali Tour. In addition there are 5 highest reservation contributions sourced from online travel agents such as Booking.com, Agoda, Expedia, Hotelbeds, and Ctrip. The biggest contribution during 2015-2017 is sourced from offline travel agent.

Keyword: contribution, offline, online, reservation, revenue

INTRODUCTION

Uluwatu is one of the tourist destination located in South Kuta which is famous in foreign countries. Uluwatu area is famous for its Uluwatu Temple which has its history and uniqueness, but in the last decade Uluwatu area began to grow with the management of beaches become tourist destination for tourists and then indirectly affect the provision of accommodation around Uluwatu area. Various types of accommodation are available in Uluwatu area such as villas and hotels. In addition supporting facilities of the accommodation are also available such us bars, cafes, beach clubs and restaurants.

Hotels in Uluwatu area begin to compete to meet room revenue with various strategies. Strategies are used to increase the number of room income ranging from by providing good service quality, promoting periodically, and working with offline travel agents and online travel agents.

One of the accommodation located in the Uluwatu area in cooperation with an offline travel agent and online travel agent is Alila Villas Uluwatu. Alila Villas Uluwatu is one of the luxury resorts located at Jalan Belimbing Sari, Br. Tambiyak, Pecatu. Alila Villas Uluwatu has 65 villa units, among them 56 units of One Bedroom Pool Villa, 9 units of Two Bedroom Pool and Three Bedroom Pool Villa.

To increase the room income, Alila Villas Ulwuatu works with several offline travel agents and online travel agents. Cooperation made in the form of room reservation. The Offline travel agent that contributes to Alila Villas Uluwatu is Bali We, Mr & Mrs Smith, Jason Travel Korea, Hong Kong Convergent, Windy's Bali Tour, Millennium Tour and others. While for online travel agent that contributes to Alila Villas Uluwatu ie Booking. com, Agoda, Expedia, Hotelbeds, Mr & Mrs. Smith, Ctrip International and others.

At Alila Villas Uluwatu the booking sources are coming from Alila Website, Direct Booking, Offline Travel Agent and Online Travel Agent. These reservation sources contribute to the room revenue of Alila Villas Uluwatu.

However, over the past three years offline and online travel agents have contributed more dominantly to room revenues.

Based on the above background, the authors are interested to know how much the contribution provided offline and online travel agents to the income of the room by raising the title "Contribute Offline Travel Agent and Online Travel Agent Reservation To Room Revenue Alila Villas Uluwatu"

Research purposes

In principle, research has a goal that is expected to be used to help the parties who need information. The purpose of this research are:

1. To find out how big contribution of offline travel agent reservation to room revenue of Alila Villas Uluwatu
2. To find out how much the contribution of online travel agent reservation to room revenue Alila Villas Uluwatu

METHODOLOGY

Research location is in Alila Villas Uluwatu at Reservation Department. This research uses statistical descriptive analysis technique. This function of this technique is used to analyze data by way of describing or describing data that has been collected as it is without intending to make conclusions that apply to public or generalization. In addition, as for the steps to know that is by first doing the technique of data collection by interview method, observation and documentation study. In this study aims to find out how much the contribution of offline travel agents and online travel agents to room revenue at Alila Villas Uluwatu. The type of data used are quantitative data and qualitative data. This data includes room night data and revenue from offline travel agent contributions and online travel agents.

FINDINGS AND DISCUSSION

There are five distributions at Alila Villas Uluwatu, one of the main players in the last three years is the reservation contribution through Offline Travel Agent and Online Travel Agent.

Contribution Offline Travel Agent and Online Travel Agent Reservation To Room

Revenue Alila Villas Uluwatu in 2015 are presented in Table 4.1 below.

Table 4.1
 Contribution *Offline Travel Agent* and *Online Travel Agent* Reservation in 2015

Bulan	Offline Travel Agent	Online Travel Agent	Total Pendapatan Kamar	Kontribusi	
				Offline Travel Agent	Online Travel Agent
Jan	Rp3.533.484.565	Rp1.155.389.620	Rp4.688.874.185	75%	25%
Feb	Rp4.479.053.293	Rp1.697.946.118	Rp6.176.999.411	73%	27%
Mar	Rp4.399.352.394	Rp606.962.989	Rp5.006.315.383	88%	12%
Apr	Rp3.987.918.361	Rp859.523.378	Rp4.847.441.739	82%	18%
May	Rp4.778.314.191	Rp933.917.576	Rp5.712.231.767	84%	16%
Jun	Rp3.423.757.339	Rp1.131.048.550	Rp4.554.805.889	75%	25%
Jul	Rp3.193.579.383	Rp1.552.552.988	Rp4.746.132.371	67%	33%
Aug	Rp3.442.561.486	Rp1.544.717.427	Rp4.987.278.913	69%	31%
Sep	Rp3.280.677.302	Rp1.526.732.886	Rp4.807.410.188	68%	32%
Oct	Rp5.420.828.461	Rp1.065.233.250	Rp6.486.061.711	84%	16%
Nov	Rp3.478.560.487	Rp452.397.496	Rp3.930.957.983	88%	12%
Dec	Rp3.556.736.770	Rp1.819.868.935	Rp5.376.605.705	66%	34%
Total	Rp46.974.824.032	Rp14.346.291.213	Rp61.321.115.245		
Rata-Rata	Rp3.914.568.669	Rp1.195.524.268	Rp5.110.092.937	77%	23%

Source: Reservation Department at Alila Villas Uluwatu (Data processed).

Based on table 4.1 it can be explained that the largest contribute reservation in 2015 is Offline Travel Agent Reservation which provides total revenue Rp46.974.824.032 with an average of Rp3,914,568,669 and contributed 77% .

In 2015, Offline Travel Agent has the largest contribution in October of Rp5,420,828,461 or in percentage of 84%. For the smallest distribution in 2015 is July as much as Rp3.193.579.383 with a percentage of 67%.

Meanwhile, the distribution of Online Travel Agent in 2015 has the biggest contribution in December amounting to Rp1,819,868,935 with the percentage of 34% while the smallest distribution is in November that is Rp452.397.496 or in percentage 12%.

Contribution *Offline Travel Agent* and *Online Travel Agent* Reservation To Room Revenue Alila Villas Uluwatu in 2016

In 2016, Offline Travel Agent and Online Travel Agent Reserves on room revenues Alila Villas Uluwatu was fluctuated. This can be explained in Table 4.2 below.

Table 4.2 Contribution *Offline Travel Agent* and *Online Travel Agent* Reservation in 2016

Bulan	Offline Travel Agent	Online Travel Agent	Total Pendapatan Kamar	Kontribusi	
				Offline Travel Agent	Online Travel Agent
Jan	Rp1.937.087.788	Rp1.149.585.600	Rp3.086.673.388	63%	37%
Feb	Rp2.703.869.782	Rp2.022.835.696	Rp4.726.705.478	57%	43%
Mar	Rp2.220.991.944	Rp885.537.326	Rp3.106.529.270	71%	29%
Apr	Rp1.858.132.988	Rp1.611.058.327	Rp3.469.191.315	54%	46%
May	Rp2.454.234.691	Rp2.194.883.429	Rp4.649.118.120	53%	47%
Jun	Rp2.767.508.241	Rp1.873.465.300	Rp4.640.973.541	60%	40%
Jul	Rp2.875.383.076	Rp2.800.383.372	Rp5.675.766.448	51%	49%
Aug	Rp2.801.253.127	Rp3.550.537.577	Rp6.351.790.704	44%	56%
Sep	Rp3.458.714.624	Rp2.247.796.342	Rp5.706.510.966	61%	39%
Oct	Rp3.617.071.600	Rp1.383.373.215	Rp5.000.444.815	72%	28%
Nov	Rp2.482.699.664	Rp697.266.159	Rp3.179.965.823	78%	22%
Dec	Rp3.449.498.351	Rp2.761.138.055	Rp6.210.636.406	56%	44%
Total	Rp32.626.445.877	Rp23.177.860.398	Rp55.804.306.275		
Rata-Rata	Rp2.718.870.490	Rp1.931.488.367	Rp4.650.358.856	58%	42%

Source: Reservation Department at Alila Villas Uluwatu (Data processed)

Table 4.2 shows the contribution contributed by the offline travel agent reservation and the online travel agent reservation to the room revenue. The average contribution of offline travel agents to income is 58% with total average revenue amounting to Rp2,718,870,490. In April the contribution of offline travel agents decreased due to low season and moderate increase until October. However, on November the offline travel agent reservation decreased, and increased again on December as it approached the Christmas and New Year Eve's which is Peak season.

The contribution of online travel agent reservation decreased in March and experienced a maximum increase in August by contributing Rp3,550,537,577 or 56% of total room revenues. This is due to high season and the increasing number of gadget users that influence the interest of tourists to book rooms easily through online travel agents. The online travel agents that contribute in 2016 such as Agoda, Booking.com, Expedia, Mr & Mrs. Smith and others which have an average contribution of Rp1,931,488,367 or 42% of total room revenues.

Contribution *Offline Travel Agent* and *Online Travel Agent* Reservation To Room Revenue Alila Villas Uluwatu in 2017

The contribution of reservation in 2017 has increased and decreased in each distribution. This can be seen in Table 4.3

Table 4.3
 Contribution *Offline Travel Agent* and *Online Travel Agent* Reservation in 2017

Bulan	Offline Travel Agent	Online Travel Agent	Total Pendapatan Kamar	Kontribusi	
				Offline Travel Agent	Online Travel Agent
Jan	Rp4.342.367.565	Rp2.649.302.544	Rp6.991.670.109	62%	38%
Feb	Rp3.059.239.503	Rp1.434.161.848	Rp4.493.401.351	68%	32%
Mar	Rp2.553.785.127	Rp1.372.241.795	Rp3.926.026.922	65%	35%
Apr	Rp3.711.000.943	Rp1.304.680.654	Rp5.015.681.597	74%	26%
May	Rp3.879.874.819	Rp1.853.017.731	Rp5.732.892.550	68%	32%
Jun	Rp4.298.934.504	Rp2.151.810.733	Rp6.450.745.237	67%	33%
Jul	Rp3.574.156.905	Rp1.355.252.717	Rp4.929.409.622	73%	27%
Aug	Rp4.361.139.415	Rp2.565.444.431	Rp6.926.583.846	63%	37%
Sep	Rp4.209.899.621	Rp1.857.684.304	Rp6.067.583.925	69%	31%
Oct	Rp3.010.625.591	Rp1.579.381.958	Rp4.590.007.549	66%	34%
Nov	Rp2.829.339.818	Rp880.654.102	Rp3.709.993.920	76%	24%
Dec	Rp1.483.418.038	Rp1.997.605.297	Rp3.481.023.335	43%	57%
Total	Rp41.313.781.849	Rp21.001.238.114	Rp62.315.019.963		
Rata-Rata	Rp3.442.815.154	Rp1.750.103.176	Rp5.192.918.330	66%	34%

Source: Reservation Department at Alila Villas Uluwatu (Data processed)

Based on Table 4.3, the contribution offline travel agent reservation and online travel agent to room revenue in 2017. The largest contribution in 2017 occurred in January which contributed Rp4,342,367,565 or 63% of total room revenue. In November and December experienced a drastic decline, due to the eruption of the Agung mountain that caused the number of tourists who stay down. In November offline travel agent contributed revenues of Rp2,829,339,818, then in December declined again by donating revenue of Rp1,483,418,038 or contributing as much as 43% of total revenue.

Meanwhile, online travel agent contribution has increased in January and August. This increase is influenced by peak season and high season. The decline also occurred in November, as it was affected by the eruption of Agung Mountains as previously mentioned. However, in December increased by contributing Rp1,997,605,297 or 57% of total room revenues. So in the year 2017 offline travel agent gives a total contribution of Rp41.313.781.849 and online travel agent contributed Rp21.001.238.114.

CONCLUSION

The results of research and data analysis obtained the following conclusions:

The average contribution of offline travel agent reservations in 2015-2017 is 67.38%. In 2015 the average contribution was 77%, contributing 58% in 2016 and in 2017 the contribution of offline travel agents increased by contributing 66%, while the average contribution of online travel agent reservations in 2015- 2017 is 32.62%. In 2015 contributes 34%, in 2016 contributing an average of 42%, and in 2017 contributing 34%. There are 5 highest reservation contributions sourced from offline travel agents such as Jason Travel Korea, TMS Tour, Bali Kami, Airtours, and Windy's Bali Tour. In addition there are 5 highest reservation contributions sourced from online travel agents such as Booking.com, Agoda, Expedia, Hotelbeds, and Ctrip. The biggest contribution during 2015-2017 is come from offline travel agent.

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