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Examine The Role Ocupancy

by Hary Hermawan

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EXAMINE THE ROLE OF ONLINE TRAVEL AGENTS TO INCREASE ROOM OCCUPANCY

Hary Hermawan
Sekolah Tinggi Pariwisata AMPTA Yogyakarta

Rudi Wijanarko
Sekolah Tinggi Pariwisata AMPTA Yogyakarta

Prihatno
Sekolah Tinggi Pariwisata AMPTA Yogyakarta

Nikasius Jonet Sinangjoyo
Sekolah Tinggi Pariwisata AMPTA Yogyakarta

Abstract

Online Travel Agent (OTA) is an online-based start-up company that serves ticket purchases, hotel room reservations, and tourist attraction ticket purchases. One of the many OTA companies that collaborate with accommodation providers is Traveloka. Balkondes Sakapitu has used OTA, in this case, Traveloka as a partner in selling its products in the form of rooms. This study aims to analyze the role of OTA in increasing room occupancy in Balkondes Sakapitu. This research is qualitative research with a case study research design. This study indicates that OTA plays an essential role in increasing room occupancy at Balkondes Sakapitu. The increase in room occupancy is measured by the number of online reservation levels through Traveloka within three months from October to December 2020. The role of increasing room occupancy, the use of OTA in this case Traveloka includes: showing the position or position of the hotel based on reviews from guests and a forum for promotion and sales. There are advantages and disadvantages of using Traveloka for Balkondes Sakapitu. These advantages include marketing personnel's efficiency, saving operational costs, easy to change prices, and statistical data reports. While the drawbacks: the difference in sales prices, long payment tempo, and needed qualified HR. The strength of this research, when compared with previous research, is that this study reveals the pattern of cooperation between the hotel and OTA, and discusses the distribution of commission amounts that in previous studies not discussed.

Introduction

The hospitality business competition in Indonesia is increasing. This increase can be proven from the number of accommodation providers in Indonesia has increased from 2016 to 2018. In 2016 there were a total of 2,387 accommodation providers from star hotel groups with rooms reaching 233,007 rooms, then the latest data in 2018 recorded 3,314 businesses from star hotel classes with 314,051 rooms (Badan Pusat Statistik, 2018; Sihotang, & Wanto, 2018).

Increasing accommodation providers can support tourists who travel to a destination for specific needs that require accommodation. The hotel business in Indonesia is expected to last a long time along with the increase in foreign tourist arrivals and the trend of large companies in conducting business travel activities as well as meeting and seminar activities from Jakarta to other regions or vice versa (Sumarsono, 2014, p. 10).

Hotel competition in Indonesia will not be easy if look at the data hospitality business competition in Indonesia. The hotel or accommodation provider must be able to create innovation. Hotels can take advantage of opportunities in the form of increasingly sophisticated information and communication technology to increase sales of rooms and other hotel products so they can win the competition.

Digital technology and start-up companies that have emerged have been able to help hotel managers to market their products. Start-up companies in this context can be defined as companies that focus on developing websites and applications (Alamsyah, 2011). Start-up companies in Indonesia engaged in the tourism sector include Traveloka, Ticketing, Pegi-Pegi and Agoda. These Start-up Companies have now turned into Online Travel Agents (OTA), which sell travel tickets, hotel reservations and travel ticket admissions.

Online Travel Agent (OTA) is a travel agent who acts as a medium for online promotion and sales through the website (Australian Tourism Data Warehouse 2013 in Hendriyati, 2019). OTA is welcomed by accommodation providers (hotels) because OTA plays a role in the distribution or liaison between consumers and accommodation providers. Some OTAs also open partnership programs with accommodation providers with a Business to Business (B2B) system, which is an electronic transaction of one business object to another business object (Hendriyati, 2019). OTA offers a B2B program in the form of hotel cooperation with a 10-20% commission system provided by hotels to OTA (Fauzie, 2019).

Almost all hotels in Indonesia are currently collaborating with several OTAs, one of which is Traveloka. Traveloka data for 2020 noted that 18,707 properties were consisting of the star hotel, non-star hotels, villas and homestays scattered in several major cities such as Bandung, Yogyakarta, Jakarta and Bali had registered their businesses in Traveloka. The level of the user base is the basis for choosing Traveloka as a partnership hotel in sales. According to a study report from Phocuswright (2015), 3.95 million visitors have visited Traveloka. Therefore, hotel managers prefer Traveloka as a partner in selling hotel products. The presence of Traveloka as OTA is beneficial

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for hotels in increasing the occupancy rate of rooms and hotel income because current consumers will tend to make reservations through OTA rather than direct reservations to hotels.

Research in Palembang Indonesia found that there were differences in room occupancy volume levels based on reservation sources directly and through OTA. Direct reservations to hotels averaged at volume 410 while through OTA averaged at volume 1,641. This research proves that the sale of rooms through OTA is significant in increasing the level of room occupancy and hotel revenue each year. This study also shows that almost 24% of the total monthly hotel room reservations come from OTA applications (Julinaldi, 2018; Hairani, 2019).

The results of other studies with quantitative methods state that simultaneously, there is a significant effect between online and offline reservations on the room occupancy rate. Where the influence of online reservations is stronger than offline reservations (Febriantara, 2012; Suniarti, 2019).

There is a similarity between research conducted by Julinaldi (2018) and Hairani (2019), which compares the number of online reservations through OTA with offline reservations that online reservations have an essential role in helping to increase the room occupancy rate.

The discussion in this article is to refine the results of previous studies. This article also discusses deeper the patterns of cooperation undertaken by OTA with the hotel and the critical role of OTA in increasing room occupancy. The subject of this research case is the collaboration of Traveloka as OTA with The Balkondes Sakapitu as non-star hotel located in Borobudur, Magelang Regency, Central Java, Indonesia.

Balkondes Sakapitu has been established since 2018 to have a unique character, local people who have limited skills to be managers at this hotel. During 2018 to 2019 the marketing and selling of rooms are still done offline and through the traditional door to door method, that is, the sale of rooms is made by offering products from one company to another. At the end of 2019 Balkondes Sakapitu has marketed its products through Traveloka. By using Traveloka, the impact of the room occupancy rate in Balkondes Sakapitu Borobudur increased 100% than before. The level of income at the end of 2019 also increased by 48%.

Traveloka as OTA is an online-based start-up company that is in high demand by various parties because of its ease in booking hotel vouchers. Traveloka has also helped many hotels in Indonesia improve room occupancy rates. The purpose of this article is to provide a more concrete picture of how the role of Traveloka in increasing occupancy rates for small-scale non-star hotels. As well as a detailed explanation of the patterns of mutually beneficial cooperation that can be adapted elsewhere. including advantages and disadvantages, as well as generating ideas for improving better models of collaboration between hotels and OTA.

Methods

This research is a qualitative research with a case study research design that focused on a particular case to be observed and analyzed carefully. This research intensively focused on one specific object that studied it as a case. The case study design was chosen because it can be used to analyze cases in-depth about the object of research as a case. And not only explains what the object under study, but also explains how the case can occur (Hamzah, 2020).

Case study data can be obtained from all parties related to the collaboration between Traveloka and Balkondes Sakapitu. The research was conducted at Balkondes Sakapitu, a non-star hotel in Tegalarum Village, Borobudur District, Magelang Regency, Central Java Province, Indonesia. The research was carried out on April 20, 2020, until June 20, 2020.

Research data is obtained through interviews with managers, particularly to Directors, General Managers and Marketing at research objects that have roles as decision-makers and policymakers to obtain an overview of the conditions of the research object before and after joining Traveloka. The collection of documents related to reservations and occupancy rooms is also needed to validate the interview results.

To determine the degree of validity of the data obtained in the field, researchers conducted data testing which included an internal validity test, a reliability test and an objectivity test. While the analytical method is chosen is the interactive model method, the elements of which include: data reduction, data display, and conclusion drawing or verifying.

Results and Discussion

General Description of The Balkondes Sakapitu

Hotel is one form of business that is engaged in services to hotel guests both physically, psychologically and security as long as guests use the facilities or enjoy services at the hotel (Lee-Ross, & Lashley, 2010); (Barrows, & Powers, 2008); (Oh, Lee, & Lee, 2020; Anwar, 2000, p. 1). In addition, a hotel is also defined as an industry or service business that is managed commercially (Hermawan et al., 2018).

Decree of the Director General of Tourism of Indonesia *(Dirjen Pariwisata Indonesia)* Number 14 / U / II / 1988 regarding hotel business and management, to classify hotels using the star system. The lowest class hotels are given one star, to the highest class are five-star hotels. However, hotels that do not meet the five class standards or that are below the specified minimum standards can be classified as non-star hotels.

Non-star hotels in Indonesia are called jasmine class *(hotel melati)*. Jasmine class hotels are also divided into three groups based on the number of rooms. Hotel Jasmine I has a minimum number of rooms 5, Jasmine Hotel II has a minimum number of rooms

10, and Jasmine Hotel III has a minimum number of rooms 15 units. Balkondes Sakapitu is included in the category of non-star hotels when referring to the classification guidelines above.

Blakondes Sakapitu is located in Tegalarum Village, Borobudur District, Magelang Regency, Central Java Province or at decimal coordinates -7.5907168 S, 110.1588677 E. Sakapitu Balkondes is also located on the edge of the Salaman-Borobudur highway km.05, Tegalarum Village, Borobudur District. If coming from the direction of Borobudur, the location of Balkondes Sakapitu is to the left of the highway.

Balkondes Sakapitu is an accommodation service that has been established since 2018 and began operations on September 7, 2018. Balkondes Sakapitu was first established by PT Angkasa Pura II and officially inaugurated by the President Director of PT Angkasa Pura II, Muhammad Awaluddin. The establishment of Sakapitu Balkondes is based on the Corporate Social Responsibility (CSR) program of the Ministry of State-Owned Enterprises *(Badan Usaha Milik Negara)* in collaboration with the Village-Owned Enterprises *(Badan Usaha Milik Desa)* to build the Village Economic Hall *(Balai Ekonomi Desa or Balkondes)* in Borobudur District, Magelang Regency.

After the establishment of PT Angkasa Pura II was completed, Balkondes Sakapitu was then handed over to BUMDes Tegalarum as the owner and manager of Balkondes Sakapitu. Therefore, Balkondes Sakapitu is a business providing accommodation under the BUMDes Tegalarum, Borobudur District. The Director of BUMDes Tegalarum automatically concurrently serves as a Director in Balkondes Sakapitu who is in charge of the manager and other staff.

Based on hotel classification criteria, Balkondes Sakapitu is included in the non-star hotel class where there are only seven rooms available, and each room can accommodate a maximum of eight people with extra bed extras. Although based on its characteristics, Balkondes Sakapitu is included in the non-star hotel class, but the hotel refers to it as a homestay, more because of its rural location.

Source: Primary data (2020)

Figure 1. Sakapitu Balkondes Building design

Balkondes Sakapitu has a unique building design. Balkondes Sakapitu is designed like a bungalow, which is an inn that is shaped like houses or huts with separate buildings and a green roof. Balkondes Sakapitu has two types of rooms: large rooms and small rooms. Large rooms have a room size of 96 m2 and can accommodate a maximum of eight guests with an additional extra bed, while small rooms have a room size of 71 m2 which can only accommodate a maximum of six people with additional extra bed. Balkondes Sakapitu also has other supporting facilities such as a restaurant, a large parking area, and a large yard that can accommodate hundreds of people for outdoor activities.

The main product of Balkondes Sakapitu is the room. Balkondes Sakapitu has seven bungalow-shaped rooms consisting of two floors. The first floor has a living room, room and bathroom, while the second floor has only rooms. Balkondes Sakapitu has two types of rooms. The first type is a large room (Large room) with a size of 96 m2 and the second type is a small room (Small room) with a size of 71 m2. Room type in Balkondes Sakapitu is presented more clearly in table 4.1 as follows:

Table 1
Room Type in Balkondes Sakapitu

Room Type	Size	Capacity of people	Number of rooms
Small Room	71 m^2	4	2
Large Room	96 m^2	6	5

Source: Primary Data (2020)

In addition to rooms, Balkondes Sakapitu also provides an à la carte restaurant that sells a variety of food and beverage product choices. The restaurant provides a breakfast menu for in-house guests and is open to general guests. The restaurant provides a variety of Indonesian menus, for example, fried rice, warm, gudeg and various processed seafood.

Source: Primary Data (2020)

Figure 2. Balkondes Sakapitu Restaurant

The restaurant at Balkondes Sakapitu has a unique building design, which is in the form of a Joglo style. With a joglo-shaped design, this restaurant gives a Javanese feel to guests who come and eat at the place. Sakapitu Balkondes Restaurant has a capacity of approximately 55 people with a table setting. If without using a table setting, the restaurant can accommodate approximately 70 to 80 people.

General Description of The Traveloka (Online Travel Agent)

Online travel agents can work by making use of extranets. An extranet is a network that uses the internet to connect multiple intranets securely (King et. al., 2010). According to O'Brien and Marakas (2011) an extranet is a network connector that uses internet technology to connect the intranet of a business with the intranet of customers, suppliers or other business partners. So, from some of the opinions above, it can be concluded that an extranet is a network that uses internet technology to connect several intranets from a business with intranets from customers, suppliers or other business partners.

An online travel agent is a travel agent that acts as a media for online promotion and sales via a website. An online travel agent website is a website managed by OTA that distributes and facilitates bookings to tourism business providers (Fajar, Nurcahyo, & Qomariyah, 2020; Ye, Yan, & Xie, 2020; Waren, 2014).

Online Travel agency, commonly known as OTA covers a wide Range of Travel service apart from online reservations and agent management. They generally go with a complete travel portal development with all the global travel-related services like flight reservations, hotel reservations, vacations packages, transfers, fancy bookings, car rentals, mobile recharge, insurance, DTH recharge, bill payments, social selling, mobile app version and many more. Most of them go with B2B2C business model. OTAs generally contract with many suppliers and individual LCCs to bring the vast choice of contents in their website (Malla, 2016, cit. in Hendriyati, 2019).

Traveloka is one of an online travel agent that provides a useful platform for booking all travel needs originating from Indonesia. Traveloka was launched to the public in 2012. Traveloka made its debut using a website, but at that time the features it presented were still limited to ordering flight tickets. In 2014, in line with the increasing number of internet users in Indonesia, the Traveloka application began to be launched to the public. Since then, the Traveloka application has slowly provided updates in the form of updating its appearance and features so that it can keep abreast of the developments and needs of its consumers. Now, The Traveloka application can be downloaded by its users through the Google Play Store application for the Android operating system and the AppStore application for the IoS operating system. Overall, to date, the Traveloka application has been downloaded more than 40 million times, with 1 million daily active users[1].

The Traveloka application has various services such as hotel reservations, aeroplane

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[1] https://www.traveloka.com/en-id/

tickets, flight and hotel ticket bundling, train tickets and various other features. Traveloka continues to strive to be a one-stop shopping application where all travel needs can be purchased with just one application.

Use of Traveloka at Balkondes Sakapitu

Even though OTA has been in demand by many users or consumers as a tool for making hotel reservations, it has not made Balkondes Sakapitu directly register its property with Traveloka since it was first established. One year after its establishment, to be precise in September 2019, Balkondes Sakapitu just registered its property on Traveloka (Hariyanto, Interviewed on 29/06/2020).

The reason Balkondes Sakapitu chose Traveloka from various OTA platforms in Indonesia, was based on the number of users who reached more than 10 million and Traveloka's rating on the Google Play Store which reached 4.7 out of a total of 5.0. As stated by several informants when interviewed at Balkondes Sakapitu.
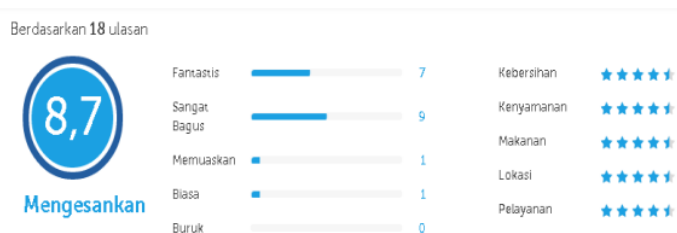
Source: Traveloka (2020)

Figure 3. User Reviews of Sakapitu Balkondes

Apart from a large number of users, Traveloka selection is also a benchmark in comparing the quality of Balkondes Sakapitu with other hotels. Not even one year, Balkondes Sakapitu was able to get good ratings from guests even though only a few guests gave ratings on the Traveloka application. Sakapitu Balkondes on the Traveloka site was able to collect a point rating of 8.7 out of a total of 10.0 with an impressive status. Points assessed are cleanliness, comfort, service, food, and location.

Traveloka's Collaboration with Balkondes Sakapitu

The process after verifying the Balkondes Sakapitu data by Traveloka is the signing of the hotel cooperation agreement. The agreement is binding between the two parties. The agreement sheet is sent via electronic mail which can then be printed independently by the Sakapitu Balkondes to be studied and signed if all the requirements have been agreed.

In the hotel cooperation agreement, some many terms and conditions must be

fulfilled by both parties, namely between Balkondes Sakapitu and Traveloka. The terms and conditions consist of several points, including: Traveloka Services, Hotel Obligations, General Terms, Special Conditions and Other Conditions.

The services provided by Traveloka to hotels include regulating extranets and commissions. The extranet can only be accessed by the hotel. In this case, the Sakapitu Balkondes by entering a username and password. Extranet contains internal hotel data such as; hotel management contacts, hotel photos that will be displayed on the Traveloka.com site, the number of rooms available, room rates, notification of incoming reservations, payment status and room reservation statistics each month.

The provisions regarding the commission have been regulated in the particular conditions point. The hotel must pay to Traveloka has been determined by Traveloka as the reservation service provider. Hotel management must pay a commission of 17% of the room rate. The commission is deducted directly from the funds that enter Traveloka before being transferred to the hotel. Below is a table of room rates at Balkondes Sakapitu and the commissions to be paid.

Table 2.
Balkondes Sakapitu Room Rate and Commission Amount

Room Type	Rate /Room/Night	Maximum Commission (%)	The maximum commission is in rupiah.
Small Room	IDR 800.000	17	IDR 136.000
Large Room	IDR 1.200.000	17	IDR 204.000

Source: Primary Data (2020)

Based on table 2 above, the maximum commission amount that must be paid to Traveloka is fixed, meaning that if the room rate is changed, the maximum commission amount is fixed at 17% of the room rate. Commission payments are deducted directly from the room rate that has been determined on the extranet. For example, the room rate at Balkondes Sakapitu is IDR 800,000 (eight hundred thousand rupiahs), then after deducting a commission of 17% or equivalent to IDR 136,000 (one hundred and thirty-six thousand rupiahs), Balkondes Sakapitu will only receive payment from Traveloka of IDR 664,000 (six hundred and sixty-four thousand rupiah).

The role of Traveloka in Balkondes Sakapitu

The role of using Traveloka as an Online Travel Agent (OTA) for a hotel is, of course, vary. Traveloka has an essential role for Balkondes Sakapitu, including showing the quality of the hotel based on reviews provided by guests, making it easier for the hotel to sell all its products. Besides, Traveloka also has a role in increasing room occupancy rates. Currently, many guests choose to reserve rooms online. Online reservation is what makes the room occupancy rate at Balkondes Sakapitu increase. The following table data presents a comparison of room occupancy rates based on reservation sources between online reservations through Traveloka and offline

reservations for three months from October to December 2019.

Table 3.
Occupancy Volume of Balkondes Sakapitu Rooms October to December 2019

Bulan	Volume of Reservations		Total
	Online	Offline	
Oktober	23	7	30
November	34	14	48
December	42	12	54
Total Number	99	33	132

Source: Primary Data (2020)

Based on table 3 above, it can be seen in the comparison for three consecutive months that the online reservation rate is higher than the offline reservation. The amount is 75% for online reservations through Traveloka, while 25% for offline reservations.

Based on the table above, it can also be seen that there was an increase in room occupancy from October to December, although it was not conspicuous. Traveloka as OTA also encouraged this increase. This increase is because Traveloka can serve room reservations remotely without having to book directly to the hotel. December is the peak seasons for the end of semester holidays, Christmas and New Year so that in that month many tourists come to Yogyakarta for a vacation.

The factors that cause online reservation through Traveloka are higher due to the following reasons. Traveloka users reached more than 3.95 million users in November 2015, and there are at least one million daily active users so that many people know Traveloka. So that Traveloka's rating is in the top position when looking at the number of users. Traveloka users are also customers who are looking for products in the form of accommodation. So, it can mean that Traveloka is a large market that facilitates meetings between sellers and buyers.

Traveloka often holds promotions by providing low prices for accommodation to consumers to attract users' attention. This low price is given because Traveloka does not take maximum advantage. Traveloka gets a commission of 17% of the room rate, but Traveloka sells the Balkondes Sakapitu room price, which is much cheaper than the public price applied by Balkondes Sakapitu. Balkondes Sakapitu imposes a public price per room per night is IDR 800,000 for small room and IDR 1.200,000 for large room. Traveloka gets a commission of IDR 136,000 for rooms with small type and IDR 204,000 for large rooms, then the fixed payment transferred to Balkondes Sakapitu is IDR 664,000 for rooms with small types and IDR 996,000 for rooms with large types.

Payment transactions at Traveloka use the cashless method or without using real money. All payment methods are made by bank transfers, both from consumers to Traveloka, and from Traveloka to Balkondes Sakapitu. Payment at Traveloka also serves from various banks. If the consumer does not have a bank account, the consumer can choose the payment method by filling in the Traveloka account or making payments through the nearest minimarket. Payment via bank transfer can be received through

Indonesian conventional bank accounts such as Bank BCA, Bank Mandiri, Bank BRI, and Bank BNI.

Guests who provide reviews on the Traveloka site for Balkondes Sakapitu will be a reference for other guests who will choose Balkondes Sakapitu for their place to stay. Rating complements each guest review. The higher the rating, the more interested or potential guests will also increase.

The large number of orders that have entered through Traveloka proves that OTA Traveloka has an essential role in helping to increase the occupancy rate of rooms in Balkondes Sakapitu. Before using Traveloka, the volume of room occupancy rates for the three months of July, August, September was at 61. While in the following three months there was an increase of 132 rooms, of which 75% of online reservations dominated. Increase in room occupancy for the three months before October and three months after October by 100%.

The Advantages of Using Traveloka for Balkondes Sakapitu

Traveloka is here to be happy news for newly developing hotels like Balkondes Sakapitu. The very dominant advantage of Traveloka is that it can increase room occupancy at Balkondes Sakapitu. However, apart from increasing room occupancy, Traveloka also has other advantages.

Making online sales will certainly be more efficient when compared to offline. Marketers do not need to use physical marketing media such as brochures, banners, or pay for advertisements on television or radio. Through Traveloka, hotel marketers can immediately sell rooms very easily. The features provided by Traveloka through the Extranet page are complete. Marketing can update hotel photos, hotel descriptions, and hotel room rates anywhere and anytime because hotel marketers can access the Extranet for 24 hours.

Hotels only need to provide one admin to take care of sales through Traveloka OTA. Hotels can also reduce offline marketing to save operational costs. Before using Traveloka, Balkondes Sakapitu had two marketing staff who worked offline to find customers. Nevertheless, since using Traveloka as a room sales agent, Balkondes Sakapitu only needs one marketing staff who is concurrently managing Extranet admin.

Using online media in marketing a product is the right choice in helping reduce the company's operational costs, especially in marketing hotels. Hotel marketing operational costs usually include advertising costs, meals and sales transportation, and printing costs. Selling hotel products through Traveloka can minimize marketing costs, especially eliminating the cost of printing promotional attributes such as printing banners, brochures and catalogues.

Traveloka also does not burden its partners to pay for advertisement costs. Property advertisements displayed by Traveloka on social media, such as on facebook, instagram, and youtube, are all borne by Traveloka. Hotels can make sales on Traveloka without having to go to the Traveloka office, so the operational costs for staff meals and sales

transportation fees can also be reduced.

Extranet page helps the hotel, especially Balkondes Sakapitu, in updating room rates. Do change the price anytime with the extranet. Prospective guests can see prices on the Traveloka website and application. Guests will receive updates regarding price changes when booking a room at the hotel in question on Traveloka.

Traveloka, as a room sales partner of a hotel, always sends notifications, reports, and statistical data for partner hotels. Periodic reports are sent by Traveloka via electronic mail every month.

The report contains monthly income as well as the number of rooms sold. Other data in the form of statistics about the position of the hotel, the number of users who open the hotel profile, and calculation of reviews access. Due to this report, Balkondes Sakapitu is facilitated by having regular reports sent by Traveloka every month to create archives and marketing policies.

Weaknesses of Using Traveloka in Balkondes Sakapitu

Although Traveloka has advantages in helping to increase room occupancy, Traveloka also has several disadvantages. The first drawback, there is a Sales Price Difference that is too striking. Traveloka offering low prices to consumers might be a good thing for consumers. However, low prices for Balkondes Sakapitu is not a good thing. Room prices sold on Traveloka are cheaper than the prices offered directly by hotels. Hotels set the full room rate, while Traveloka applies a commission-deducted price. The commission-deducted price caused direct bookings through the hotel to decrease. Too many room bookings through Traveloka make the hotel revenue not optimal.

Second, if a guest books a room through Traveloka, the payment will first go to Traveloka, then Traveloka will make a payment to the hotel. After the prepaid policy is completed, the payment system will be transferred to a monthly credit that will be paid by Traveloka. Traveloka pays the hotel every 15th of each month. For Balkondes Sakapitu this payment system is not quite right, because Balkondes Sakapitu has to cover all hotel operational costs in advance. At the same time, the capital owned by Balkondes Sakapitu as a small business is limited.

The third problem is that Traveloka is a technology-based OTA. Therefore, as the manager of the Extranet page, the manager must be able to use information technology. Managing online marketing requires high qualifications in human resources. Managers not only have to master marketing but also have to know each menu on the Extranet page and its functions.

Conclusion

The presence of an Online Travel Agent (OTA), especially Traveloka has greatly helped Balkondes Sakapitu. The pattern of room bookings at Balkondes Sakapitu by

guests has also changed since Traveloka became their partnership hotel. At present guests prefer to book rooms online at Traveloka because of its various conveniences.

The role of Traveloka in increasing the volume of room occupancy rates is evidenced by the significant volume differences in online reservation sources compared to offline over the last three months, which is 75% for online reservations and 25% for offline reservations.

The increase in room occupancy was also very noticeable during Balkondes Sakapitu before using Traveloka and after using Traveloka, with an increased rate reaching 100%. The use of Traveloka for Balkondes Sakapitu also has advantages and disadvantages. The advantage is the efficiency of the marketing force, saving operational costs, easy to make price changes and Balkondes Sakapitu will get monthly reports relating to the reservation activities carried out by guests, monthly income, and customer review info. While the drawbacks, there are differences in sales prices that cause guests to think that direct bookings are more expensive and lengthy payment times from Traveloka to Balkondes Sakapitu.

One of the advantages of using Traveloka is that it is easy to change prices so that the Balkondes Sakapitu can update room prices regularly at least once a month. Still related to price changes, Balkondes Sakapitu can create two price groups namely room prices on weekdays and room prices on weekends. Room rates start to apply every Sunday after check-out time until Friday check-in time. Room rates on weekends can be applied to start every Friday after check-out time until Sunday check-in time. Also, Balkondes Sakapitu can also equip its marketing staff with technical guidance on starred hotel marketing that has long been using OTA.

The payment system to the hotel can be done as the initial provisions that are using a prepaid system. This is considered very helpful for small hotels and non-star hotels such as Balkondes Sakapitu in covering daily operational costs. The price enforcement on the Traveloka site can be equated with the selling price set by the hotel, if the price at Traveloka is lower, at least it does not cause a high number of differences.

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