

LAPORAN PENELITIAN

EXAMINE THE ROLE OF ONLINE TRAVEL AGENTS TO INCREASE ROOM OCCUPANCY



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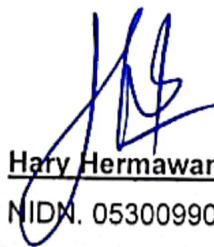
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ABSTRACT

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.

Keywords: Online Travel Agent, Traveloka, Room Occupancy.