

The Contribution of Online and Offline Travel Agent Reservations to Increase Room Occupancy at The Westin Resort Nusa Dua, Bali

Ni Luh Ayu Feby Handayani^{1*}, I Ketut Utama²,
Ni Putu Wiwiek Ary Susyarini³, Putu Yunita Wacana Sari⁴, I Made Sudiarta⁵
^{1,2,3,4,5}Politeknik Negeri Bali, Indonesia
email: ¹ayufeyhandayani9@gmail.com, ²ketutsutama@pnb.ac.id,
³wiwiekarysusyarini@pnb.ac.id, ⁴yunitawacanasari@pnb.ac.id,
⁵sudiarta@pnb.ac.id

Received on 01 September 2023	Revised on 12 October 2023	Accepted on 17 October 2023
----------------------------------	-------------------------------	--------------------------------

ABSTRACT

Purpose: This research focuses on the contribution of room reservations and occupancy. The problem under investigation is to compare the contributions of online and offline travel agents to room occupancy. This study aimed to determine the magnitude and comparison of the gift of online and offline travel agents to room occupancy at The Westin Resort Nusa Dua, Bali.

Research methods: Data were collected using observation, documentation, and a literature study with a quantitative and qualitative descriptive approach.

Results and discussion: The results of this study indicate that in 2018 online travel agents contributed 36,88% and offline travel agents contributed 23.74% of the total room occupancy for a year, 78.95%; in 2019, online travel agents contributed 38.55%, and offline travel agents contributed 24.69% of the total room occupancy for a year 84.39%, and in 2020 online travel agents contributed 34.04% and offline travel agents contributed 23.34% of the total room occupancy for a year 19.25%.

Implication: Based on that, it shows that reservations through online travel agents have a more significant contribution than offline travel agents. Online and offline Travel Agents with the most dominant assistance were Citrip, with a 9% donation, and Kliknbook and Mandira, contributing 3%. During the COVID-19 pandemic, the gift of online and offline travel agents decreased significantly due to many cancellations.

Keywords: reservation, online travel agent, offline travel agent, room occupancy.

INTRODUCTION

Bali is an island well known for its natural and cultural beauty which can attract many foreign tourists to choose Bali as a tourist destination. As a tourist destination, Bali has many tourist objects that are familiar with its natural beauty. Tourist objects such as beaches, mountains, and rice fields, apart from natural tourism Bali also has a variety of beautiful arts and unique culture that the Balinese people continue to maintain. Tourism objects need reliable information actors, and the tourism sector is a sector that has links with other sectors; even the security sector is involved in it (Chatamallah, 2008).

The number of tourists who come to Bali continues to grow every year. Foreign tourist's visits to Bali in 2020 have decreased due to the COVID-19 pandemic, which has made foreign tourists unable to come to Bali due to lockdowns in several countries such as Spain, Malaysia, Italy, France, Denmark, Ireland, Dutch (Belanda), and Belgium. About 80% of small and medium enterprises from the tourism sector, with millions of livelihoods worldwide, were affected by COVID-19 (Sugihamretha, 2020).

The increase in the number of tourist visits has a positive impact on increasing the value of investment in the tourism sector, the growth of investment in the tourism sector is marked by the increasing development of accommodation facilities, including hotels, villas, and homestays in Bali (Suniarti & Menuh, 2019). Tourism is also one of the sectors that encourage the economic growth of a country. Of course, it has a strategic role related to the availability of tourism-supporting commodities such as transportation, accommodation, entertainment, services, etc. (Nirwandar, 2011). Hotels are one of the most needed tourist accommodation facilities for tourists to stay in the tourist destination. One of them is The Westin Resort Nusa Dua, Bali. Hotels are commercially managed accommodations provided for a person or group of people, providing services, lodging, food and beverages, and other services according to technological needs (Bagyono, 2012). Meanwhile, according to (Utama, 2017) Hotel is a business that is engaged in accommodation managed professionally to benefit from providing lodging services, food, beverages, and other facilities. The hotel is divided into two parts, namely the operational department and the back office department. The front of the hotel is part of the hotel, which maintains a direct relationship with guests, for example, the front office, housekeeping, and courtroom. Meanwhile, the Back of the hotel is part of the hotel, which does not have a direct relationship with guests, for example, maintenance, engineering, accounting, and others (Rizqi & Achmad, 2015).

According to Pradiatiningtyas (2017), a hotel is a form of building, symbol, company, or business entity accommodation that provides services lodging, food, and beverage providers, as well as other service facilities where all the service is intended for the community in general, both those who spend the night at the hotel or those who use certain facilities owned that hotel (Sulastiyono, 2011). Ty types of hotels based on location can be grouped as city hotels, residential hotels, Resort hotels, and Motel resorts (Soenarno, 2006).

The Westin Resort Nusa Dua, Bali, is one of the 5-star hotels in Bali that provides complete facilities to tourists, such as rooms, restaurants, spas, gyms, swimming pools, conventions, and shopping areas. Various departments in the hotel are the Front Office, Housekeeping, Food and Beverage, Engineering, Accounting, Sales and Marketing, and Human Resources (Sujanto, 2008).

In this research, the focused object is the Sales and Marketing department, especially the Reservation Sales Agent section, where the reservation sales agent section makes reservations through travel agents and communicates directly about all reservation needs needed by guests. According to Sambodo & and Bagyono (2012), reservations also mean a section in the hotel front office department responsible for room marketing activities. Meanwhile, Soenarno (2006) states that reservations are reservations made before someone comes to the hotel; reservation, in a broader sense, is a section of the hotel tasked with and responsible for handling order requests from potential guests. The sales and

Marketing Department is a department coached to conduct sales and promotions to increase room occupancy at The Westin Resort Nusa, Bali. It cannot be denied that a company or agency cannot be separated from the role of the Sales and Marketing department because, as we know, the primary function of Sales and Marketing is to market products or services owned by a Company (Chatamallah, 2008).

Reservation sources are institutions or individuals who make room bookings (Endar, 2014). From its definition, some reservation sources exist as individual, company, government, travel agents, airlines, and central reservation systems. Reservation types are divided into two types: Guaranteed Reservations and Non-Guaranteed Reservation. There is some media reservations for getting about the guest information booking; reservation media is a tool, media, method, or method desired by potential guests in making room reservations, including Telephone, Letter, Facsimile, E-mail, Computer Terminal, and Personal (Bagyono, 2006)

Direct booking reservations can be made in various ways, namely by directly contacting the hotel to make room reservations by telephone, fax, email or directly coming to the hotel to make room reservations. They can book rooms via the official website (Liu & Zhang, 2014). Indirect booking is a room order made through an intermediary or other company; booking a room with an indirect booking can be done through several intermediaries, namely the Offline Travel Agent, Online Travel Agent, and Global Distribution System (Masiero & Law, 2016).

A travel agent is a company whose activities take care of the needs of their customers who wish to make trips by using either land, air, or sea transportation to reach the desired destination (Muljadi, 2010). Meanwhile, according to Bagyono (2014), a travel agent is an activity of a commercial nature that regulates, provides, and organizes services serving a person or group of people for the primary purpose of traveling and for profit. The online channels provided by online travel agents can create a sense of comfort for their customers and use them because they get lower costs and their use is more accessible; this makes online travel agents more and more attractive to many people (Xingyang et al., 2020). Based on the market share, travel agents can be grouped into 2 online and offline travel agents (Yoeti, 2006).

The sales and Marketing department at The Westin Resort Nusa Dua, Bali, collaborates with online and offline travel agents because the contribution of online and offline travel agents plays a vital role in the development of the industry, especially in increasing hotel room occupancy and contributing means that the individual is also trying to improve the efficiency and effectiveness of his life (Ahira, 2012). Room occupancy is a form of the percentage of rooms occupied by guests or rented out to guests compared to the number of rooms rented, which is calculated by period, for example, daily, monthly, yearly (Darmardjati, 2006). Meanwhile, according to Endar (2014) In English, it can be interpreted that the occupancy rate of a room, a condition to what extent the number of rooms when compared with the total number of rooms that can be sold.

One of the relationships that play an essential role in capturing consumers is Travel Agents; in a pandemic, online and offline travel agents make reservations at The Westin Resort Nusa Dua, Bali. With online and offline travel agents, guests can get promotions and lower prices according to the contract

rate. Online and offline travel agents are one of the most contributing sources in increasing room occupancy at The Westin Resort Nusa Dua, Bali. The research that is used as a reference in this study is (1) Putri et al. (2014) entitled "The Influence of Travel Agencies as Distribution Channels on Room Occupancy Rates at the All Seasons Hotel Legian Bali." This study found that offline travel agents had a dominant effect, compared to online travel agencies, on the room occupancy level at the All Seasons Legian Hotel. (2) Lestari, (2014) entitled "The effect of Reservations via Online and Offline Travel Agents on Room Revenue at Solaris Hotel Kuta" This research uses multiple regression analysis, multiple correlation analysis, F test, and coefficient of determination analysis. From the analysis results, it was found that reservations through online travel agents and online travel agents had a real and significant effect on room revenue at Solaris Hotel Kuta. (3) Silva & Goncalves (2016) entitled "Causal recipes for customer loyalty to travel agencies: Differences between online and offline customers," uses the fs QCA method" found that different combinations of various factors lead to higher customer loyalty. (5) Artini et al. (2018), entitled "Evaluation Of Travel Agent's Reservation Contribution On The Occupancy In Pelangi Bali Hotel And Spa," is descriptive statistical research that is presented by statistical tables. The results showed that the contribution of online and offline travel agent reservations in the last 3 years was unstable every month. The online travel agent's contribution increased room occupancy more than offline travel agents. (6) Suwijati (2019) entitled "The Contribution Analysis of Online and Offline Travel Agents in Increasing Room Occupancy," revealed that the contribution of online and offline travel agents for three years has fluctuated.

RESEARCH METHODS

The research was conducted at The Westin Resort Nusa Dua, Bali, in the Sales and Marketing Department, especially in the Reservation Sales Agent Section. They are starting from January 2022 until July 2022. The object of this research is the contribution of reservations through online and offline travel agents and room occupancy at The Westin Resort Nusa Dua, Bali. Based on its definition, the variables in this research are reservations through online and offline travel agents and room occupancy. This Research uses two types of data, namely Quantitative data and Qualitative data; Quantitative data is data in the form of numbers or qualitative data that is estimated or scoring (Sugiyono, 2015), and qualitative data is in the form of words, sentences, gestures, facial expressions, charts, pictures, and photos (Sugiyono, 2015). In this research, the quantitative data is numerical data on the number of tourists who make reservations through online and offline travel agents at The Westin Resort Nusa Dua, Bali, in 36 months starting from 2018, 2019, and 2020. qualitative data is obtained from interviews with the assistant reservation manager and staff in the reservation section, observation, and document analysis organizational structure, history, and facilities of The Westin Resort Nusa Dua, Bali.

The data sources in this research are primary; primary data is a data source that directly provides data to data collectors (Sugiyono, 2015). Data was obtained through the process of observation and interviews with the superior who was in the reservation department regarding all knowledge and support in order to answer the problems in this research and secondary data, Secondary data sources are sources that do not directly provide data to data collectors, for

example through other people or documents (Sugiyono, 2014) is in the form of data on the number of reservations through online travel agents and offline travel agents, as well as the number of room occupancy for the last three years at The Westin Resort Nusa Dua, Bali 36 months data start from 2018, 2019 and 2020 which were obtained from the sales & marketing department at The Westin Resort Nusa Dua, Bali.

The data collection method used in this research is Observation; observation is a data collection technique limited to people and other natural objects (Sugiyono, 2016). Observations in this research were conducted to learn firsthand about the hotel and all the facilities provided and to participate in processing reservations from the Online and Offline Travel Agents into the reservation system used by The Westin Resort Nusa Dua, Bali. The interview is a meeting of two people to exchange information and ideas through question and answer so that the meeting can be meaningful on a particular topic (Sugiyono, 2015b). Interviews in this study were conducted to obtain information about online and offline travel agents and room occupancy. This data was taken by interviewing the reservation manager and reservation sales agent at The Westin Resort Nusa Dua, Bali. Documentation is a data collection technique by collecting documents or data from a particular source (Noor, 2014). Documentation in this research is in the form of data on the number of tourists who make reservations through online and offline travel agents reservations, the number of room occupancy, an overview of the hotel, and the facilities owned by The Westin Resort Nusa Dua, Bali. Moreover, Literature study, the literature study is also related to theoretical studies and other references relating to values, culture, and norms that develop in the social situation under study; library studies are critical in researching because research cannot be separated from Scientific literature (Sugiyono, 2016) in this research, the literature study is carried out to find previous research and theoretical basis according to experts related to the research being carried out.

In this research, descriptive statistical analysis techniques descriptive statistics are used to analyze data by describing the data collected without intending to make conclusions that apply to the general public or generations (Sugiyono, 2016). Qualitative descriptive analysis technique in this study using Microsoft Excel The qualitative descriptive analysis technique in this research is as follows: (1) Presentation of data in tabular form. Using this analysis, a trend of research results will be known, whether included in the low, medium, and high, decreasing or increasing categories. (2) Visual representations such as bar, circle, or line charts. The use of this analysis is to look for or find patterns and relationships between variables in research. (3) Calculations using statistical techniques in this research include: (a). The frequency is expressed by the percentage development of online and offline travel agent contributions; the correct form of displaying frequency data in this research is a bar chart. (b). The mean is the average of the calculated contributions. (4) Descriptive, namely describing or making conclusions from the results of calculations obtained and describing the circumstances regarding the facts that occur in the research.

RESULTS AND DISCUSSION

This research was conducted at The Westin Resort Nusa Dua, Bali, aiming to determine how much online and offline travel agents contribute to room

occupancy at Westin Resort Nusa Dua Bali. This research was conducted online and offline. In this research, we will discuss the contribution of online and offline travel agents as well as the contribution of each existing agent, and then conclusions will be drawn. The following are the results of data processing and discussion.

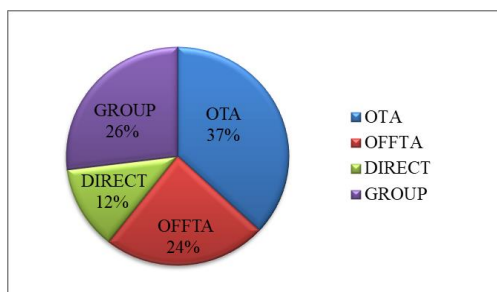


Figure 1. Percentage of reservation sources at The Westin Resort Nusa Dua, Bali, in 2018

[Source: Sales and Marketing Department, 2021 (Data processed)]

From Figure 1 it can be seen that reservation sources from online travel agents have a percentage of 37% while offline travel agents have a percentage of 24% in 2018. This shows that online travel agents are the first most significant contributor and offline travel agents are the third most significant contributors to room occupancy at The Westin Resort Nusa Dua, Bali, in 2018.

Online and offline travel agent contributions for each month in 2018 can be described in table 1 below:

Table 1. The Contributions of Online and Offline Travel Agent Reservations in 2018

[Source: Sales and Marketing Department, 2021 (Data processed)]

Table 1 shows that the contribution of online and offline travel agent

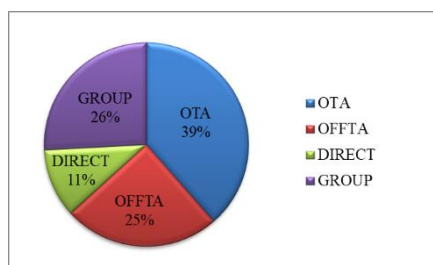
Month	Contribution		Total Room Night	Percentages Contributions	
	Online Travel Agent	Offline Travel Agent		Online Travel Agent	Offline Travel Agent
January	4.493	3.136	9.223	48.72%	27.85%
February	3.554	2.569	9.260	38.38%	23.17%
March	3.373	2.146	10.363	32.55%	16.19%
April	3.287	1.678	10.844	30.31%	18.24%
May	3.298	1.978	11.134	29.62%	17.48%
June	3.743	1.946	10.743	34.84%	18.45%
July	3.546	1.982	12.277	28.88%	27.99%
August	3.434	3.436	11.256	30.51%	25.86%
September	4.359	2.911	11.566	37.69%	23.93%
October	4.124	2.768	10.426	39.55%	24.18%
November	4.386	2.521	8.789	49.90%	29.01%
December	4.428	2.550	8.901	49.75%	28.65%
Total	46.025	29.621	124.782	36.88%	23.74%

bookings has fluctuated monthly. The most significant decrease in the contribution of online travel agent bookings occurred in February which was 939

rooms obtained from the reduction of online travel agent reservations in January of 4.493 rooms minus online travel reservations in February of 3.554 rooms, which continued to decline until May. This is because these months are the low season. In June, there was an increase of 445 rooms which is obtained from the calculation of the increase in reservations, namely in May, there were 3,298 reservations, with reservations in June of 3.743 rooms; the most significant increase occurred in September, namely, 925 rooms which is obtained from the calculation of the increase in reservations, namely in August there were 3.434 reservations with reservations in September of 4.359 rooms, this happened because June and September were included in the high season, the contribution of online travel agents in June-December increased which was not very significant. The contribution of online travel agents in 2018 shows a contribution percentage of 36.88% of the average room occupancy of 78.95%. So it can be said that online travel agent bookings accounted for 36.88% of the 78.95% of hotel occupancy in 2018.

The most significant decline in the contribution of offline travel agents also occurred in February. Namely, the decline reached up to 567 rooms, obtained from the calculation of the reduction in reservations in January, as many as 3.136 rooms, and in February, as many as 2.569 rooms. The decline occurred until July, and the decline that occurred was not too significant, this happened because these months were the low season. Then the increase in the contribution of offline travel agents occurred very significantly in August, amounting to 1.454 rooms which are obtained from the calculation of the increase in reservations; namely, in July, the reservation was 1.982 rooms, with reservations in August as many as 3.436 rooms, this happened because August is the month of the high season. From September to December, there was an insignificant increase. The contribution of offline travel agent reservations in 2018 shows a contribution percentage of 23.74% of the average hotel occupancy of 78.95%. So it can be said that offline travel agent reservations contributed 23.74% of 78.95% of hotel occupancy in 2018.

Figure 2. Percentage of reservation sources at The Westin Resort Nusa Dua, Bali, in 2019



[Source: Sales and Marketing Department, 2021 (Data processed)]

Figure 2 shows that reservation sources from online travel agents have a percentage of 39% while offline travel agents have a percentage of 25% in 2019. This shows that online travel agents are the first most significant contributor, and offline travel agents become the third biggest contributors to room occupancy at the Westin Resort Nusa Dua Hotel, Bali, in 2019.

Online and offline travel agent contributions for each month in 2018 can be described in Table 2 below:

Table 2. The Contributions of Online and Offline Travel Agent Reservation in 2019

[Source: Sales and Marketing Department, 2021 (Data processed)]

Month	Contribution		Total Room Night	Percentages Contributions	
	Online Travel Agent	Offline Travel Agent		Online Travel Agent	Offline Travel Agent
January	4.403	2.931	11.704	37.62%	25.04%
February	3.576	2.905	10.120	35.34%	28.71%
March	3.230	2.179	8.192	39.43%	29.45%
April	3.467	2.510	10.464	33.13%	22.62%
May	4.289	2.325	10.494	40.87%	18.91%
June	5.567	3.351	13.205	42.16%	20.86%
July	4.466	2.480	11.246	39.71%	22.05%
August	3.992	2.582	12.463	32.03%	20.72%
September	3.564	2.765	11.493	31.01%	24.06%
October	4.596	2.991	10.498	43.78%	28.49%
November	4.334	2.877	10.714	40.45%	26.85%
December	5.856	2.982	12.572	46.58%	23.72%
Total	51.340	32.878	133.165	38.55%	24.69%

From Table 2, it can be seen that online reservations and online travel agents experience fluctuations where a significant increase in online travel agent room reservations occurred in June; the increase in contribution was 1278 rooms because June is the entry into the high season. The increase in the contribution of online travel agents also occurred very significantly in December, namely 1522 rooms due to the peak season period, which is obtained from the calculation of the increase in reservations, namely in November with a reservation of 4.334 rooms with a reservation in December of 5.856 rooms. December is also a New Year's Eve celebration celebrated by the whole world community. The most significant decrease occurred in February, amounting to 827 rooms obtained from the reduction of online travel agent reservations in January of 4.403 rooms minus your online travel reservations in February of 3.576 rooms. February to April continuously decreases, which is insignificant because this month is the low season. The contribution of online travel agent reservations in 2019 shows a contribution percentage of 38.55% from the average hotel occupancy of 84.39%. So it can be said that offline travel agent reservations contributed 38.55% of 84.39% of hotel occupancy in 2019.

The most significant decrease in the contribution of offline travel agent reservations occurred in March, which was 726 rooms, obtained from the calculation of the reduction in reservations in February of as many as 2.905 rooms and March as many as 2.179 rooms. This was because March was included in the low season month. The increase in the contribution of offline travel agents occurred in June, namely as many as 1,026 rooms, which is obtained from the calculation of the increase in reservations, namely from May with a reservation of 2.325 rooms with a reservation in June of 3.351 rooms, this is because June is the month of the high season and also coincides with national holidays and Muslim holidays. In the following months, from July to December, the increase and decrease were not too significant. The contribution of offline

travel agent reservations in 2019 shows a contribution percentage of 24.69% of the average hotel occupancy of 84.39%. So it can be said that offline travel agent reservations contributed 24.69% of 84.39% of hotel occupancy in 2019.

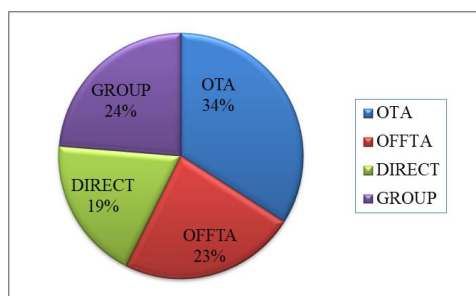


Figure 3. Percentage of reservation sources at The Westin Resort Nusa Dua, Bali, in 2020

[Source: Sales and Marketing Department, 2021 (Data processed)]

Figure 3 shows that reservation sources from online travel agents have a percentage of 34% for offline travel agents and 23% for offline travel agents in 2018. This shows that online travel agents are the first and most significant contributor, and offline travel agents have become the third-largest room occupancy at the Westin Resort Hotel Nusa Dua, Bali.

Online and offline travel agent contributions for each month in 2020 can be described in Table 3 below:

Table 3. The Contributions of Online and Offline Travel Agent Reservation in 2020

[Source: Sales and Marketing Department, 2021 (Data processed)]

Month	Contribution		Total Room Night	Percentages Contributions	
	Online Travel Agent	Offline Travel Agent		Online Travel Agent	Offline Travel Agent
January	3.592	2.331	10.216	35.16%	22.82%
February	2.602	1.563	7.666	33.94%	20.39%
March	645	564	1.975	32.66%	28.56%
April	164	126	388	42.27%	32.47%
May	139	117	366	37.98%	31.97%
June	123	98	439	28.02%	22.32%
July	257	82	521	49.33%	15.74%
August	320	189	817	39.17%	23.13%
September	486	298	1.100	44.18%	27.09%
October	626	495	2.003	31.25%	24.71%
November	569	523	2.199	25.88%	23.78%
December	785	684	2.596	30.24%	26.35%
Total	10.308	7.070	30.286	34.04%	23.34%

From Table 3, it can be seen that online and offline travel agent bookings have fluctuated every month. The decline in the contribution of online travel agents occurred quite significantly in March, namely 1.957 rooms, which is obtained from the reduction of online travel agent reservations in February of 2.602 rooms minus your online travel reservations in March of 645 rooms, due to the COVID-19 pandemic which caused many guests to cancel their reservation,

this happened because many countries had locked down so that many tourists el to other countries including on vacation and work. From April to August, the contribution of online travel agents continued to decline. Then there was an increase again in September, namely as many as 166 rooms which are obtained from the calculation of the increase in reservations; namely, in August, there were 320 reservations with reservations in September as many as 486 rooms, due to September to November because that month is included in the high season. The increase continued from September to December. In December, which is the peak season, there is also an increase of 216 rooms, where December is also the month of the turn of the year. The contribution of online travel agent bookings in 2020 shows a contribution percentage of 34.04% from the average hotel occupancy of 19.25%. So it can be said that offline travel agent bookings contributed 34.04% of the 19.25% of hotel occupancy in 2020.

In online travel agents, there was also a decline in the same month, namely in March of 999 rooms which is obtained from the reduction of online travel agent reservations in February of 1.563 rooms minus online travel agent reservations in March of 564 rooms, which COVID-19 caused; the decline continued from March to an entire month. Then there was a significant increase in August by 117 rooms which can be calculated from the increase in reservations; in July, there were 82 reservations, with reservations in August as many as 189 rooms 89, because from August to December, there was a significant increase. The contribution of online travel agent reservations in 2020 shows a contribution percentage of 23.34% of the average hotel occupancy of 19.25%. So it can be said that offline travel agent reservations contributed 23.34% of 19.25% of hotel occupancy in 2020.

The decline and increase in the contribution of online and offline travel agent reservations at The Westin Resort Nusa Dua, Bali, was due to several factors. These factors are:

1. There is an influence from the holiday season of each country, such as the high season, which usually occurs from June to August, then the peak season, from December to January. The low season usually occurs from March to May, and the holiday season is stable from September to November.
2. The location of the Westin Resort Nusa Dua Hotel is strategic and famous, so the area has complete facilities such as restaurants, shopping centers, and hospitals. There are also tourist attractions and beaches.
3. The Westin Resort Nusa Dua, Bali, is one of the hotels under the auspices of well-known hospitality management, namely Marriot International.
4. The development of the hospitality industry is increasingly rapid; there are many hotels, so competition in the hospitality industry is getting fiercer.
5. The COVID-19 pandemic has caused lockdowns in several countries, so tourists cannot travel or travel to other countries. Therefore many reservations are being canceled.

These factors contributed to the decline and increase (fluctuation) of online and offline level agent contributions at The Westin Resort Nusa Dua, Bali.

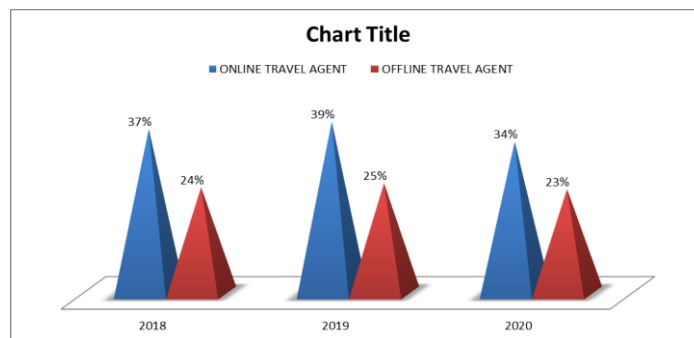


Figure 4. Comparison Contribution Of Online And Offline Travel Agents Period 2018 to 2019
[Source: Sales and Marketing Department, 2021 (Data processed)]

In Figure 4, it can be seen that the comparison of the contribution of online and offline travel agent reservations, the development of online and offline travel agent contributions increased significantly in 2019 and then decreased significantly in 2020. Due to the COVID-19 pandemic, it is concluded that online travel agents have a superior contribution compared to offline travel agents, namely offline travel agents have an average percentage of 37%, and offline travel agents have an average percentage of 24%.

Based on the results of interviews conducted with reservation sales agents and reservation group managers at The Westin Resort Nusa Dua, Bali, it is said that online travel agent reservations have contributed more in helping increase room occupancy at The Westin Resort Nusa Dua, Bali. Several factors influence online travel agents to be superior to offline travel agents, namely:

1. Order services provided by online travel agents are more complete
2. Online travel agents provide contacts and a more precise description of the products and facilities owned by the hotel, as well as the information provided is complete and easy to understand.
3. There is cooperation and various promotions for attractive discounts, such as vouchers, so that guests become interested
4. Online travel agents are easier to access because guests can book via their smartphone simply by downloading the online travel agent application and the bookings directly into the hotel reservation system.
5. The online travel agent guarantees and protects the personal data of its customers by providing a password for each entry, such as to see the KTP and the credit card ID; the hotel must enter the password first.
6. Have fast access to booking rooms and respond quickly to guests' complaints and questions.
7. Online travel agents provide an online transaction system for guests, saving time and costs.
8. With the advancement of technology in this modern era, there are many types of online travel agents that guests can access, which makes online travel agents superior

The percentage contribution made by online and offline travel agents to the room occupancy rate at The Westin Resort Nusa Dua, Bali, from 2018 to 2017.

Table 4. The Reservation Contributions of Online Travel Agent Periode 2018 to 2020

NO	Offline Travel Agent	Year						Total Reservations	Average
		2018	%	2019	%	2020	%		
1	Bali Tour Indonesia	2.388	2%	1.288	1%	415	1%	4.091	1.364
2	Bounty Bali Rusia	1.495	1%	1.842	1%	354	1%	3.691	1.230
3	Der Touristik	932	1%	1.768	1%	484	2%	3.184	1.061
4	DNATA Travel	1.563	1%	1.873	1%	195	1%	3.631	1.210
5	FIT Tou Germany	2.388	2%	1.440	1%	283	1%	4.111	1.370
6	Go Holidays	1.359	1%	1.337	1%	159	1%	2.855	952
7	Go Vacation Indonesia	1.832	1%	1.583	1%	267	1%	3.682	1.227
8	Hotelbeds	2.414	2%	2.929	2%	765	3%	6.108	2.036
9	Ignite Travel	1.344	1%	1.884	1%	234	1%	3.462	1.154
10	Kliknbook	2.695	2%	3.566	3%	988	3%	7.249	2.416
11	Kaha Tour and Travel	629	1%	1.854	1%	245	1%	2.728	909
12	Look, Asia Bali Holidays	1.786	1%	1.749	1%	355	1%	3.890	1.297
13	Mandira Abadi	3.667	3%	3.976	3%	1.280	4%	8.923	2.974
14	MG Holiday	1.677	1%	1.654	1%	390	1%	3.721	1.240
15	Pegasus	1.145	1%	1.474	1%	285	1%	2.904	968
16	Qantas Holiday	1.345	1%	1.866	1%	146	0%	3.357	1.119
17	Others Offline Travel Agent	962	1%	795	2%	225	3%	1.982	661
	Total	29.621	23%	32.878	23%	7.070	26%	69.569	1.364

[Source: Sales and Marketing Department, 2021 (Data processed)]

It can be seen from Table 4 that the online travel agent that contributed the most to reservations and room occupancy at The Westin Resort Nusa Dua, Bali, in 2018 it came from Ctrip with a total reservation of 10.677 rooms and a percentage of 9%. In 2019 Citrip was also the most significant contributor to room occupancy rate reservations at The Westin Resort Nusa Dua, Bali, with a total reservation of 12.744 rooms with a percentage of 10%, and in 2020 came from Booking.com with a total reservation of 2.590 rooms with a percentage of 9% of room occupancy The Westin Resort Nusa Dua, Bali. Meanwhile, the lowest contribution in 2018 came from Agoda, with a reservation number of 4.391 rooms and a percentage of 4%. In 2019 it came from Traveloka with a reservation number of 3.253 rooms with a percentage of 2%; in 2020, it came from Tiket.com with a reservation number of 683 rooms with a percentage of 2%.

Table 5. The Reservation Contributions of Offline Travel Agents period 2018 to 2020

No	Online Travel Agent	Year						Total Reservations	Average
		2018	%	2019	%	2020	%		
1	Expedia	9.199	7%	9.899	7%	1.543	5%	20.641	6,880
2	Booking.Com	7.596	6%	10.922	8%	2.590	9%	21.108	7,036
3	Traveloka	6.980	6%	3.253	2%	1.377	5%	11.610	3,870
4	Tiket.Com	4.788	4%	4.243	3%	683	2%	9.714	3,238
5	Agoda	4.391	4%	7.522	6%	989	3%	12.902	4,301
6	Ctrip	10.677	9%	12.744	10%	1.854	6%	25.275	8,425
7	Other online Travel Agents	2.394	2%	2.757	2%	1.272	4%	6.378	2,126
	Total	46.025	38%	51.340	38%	10.308	34%	107.628	5,125

[Source: Sales and Marketing Department, 2021 (Data processed)]

It can be seen from Table 5 that the offline travel agent that made the most contribution in the reservation of room occupancy at The Westin Resort Nusa Dua, Bali, namely in 2018, came from the Madira Abadi with a total reservation of 3.667 rooms and a percentage of 3%. In 2019 Mandira Abadi was also the most significant contributor to room occupancy rate reservations at The Westin Resort Nusa Bali, with a total number of room reservations of 3.976 with a percentage of 3%, and in 2020, became the most significant contributor with a total reservations of 1.280 rooms with a percentage of 4% to the room occupancy of The Westin Resort Nusa Dua, Bali. Meanwhile, the offline travel agent that contributed the lowest in 2018 came from Kaha Tour and Travel, with a reservation number of 629 rooms and a percentage of 1%. In 2019 it came from Bali Tour Indonesia with a reservation number of 1,288 rooms with a percentage of 1%. In 2020, it came from Qantas Holiday with a reservation number of 146 with a percentage of 0%.

The contribution of online and offline travel agent reservations to room occupancy of The Westin Resort Nusa Dua, Bali, continues to grow and experience monthly fluctuations; In 2020, there was a significant decrease in the contribution of online and offline travel agent reservations. Therefore the writer wants to compare the reservation contribution situation between online and offline travel agents before and during the pandemic. A comparison of the contribution situation of online and offline travel agent reservations before and during the pandemic can be seen in Figures 1 and 2. Based on this comparison, it can be concluded that the contribution of online and offline travel agent reservations to room occupancy of the Westin Resort Nusa Dua, Bali, has a very significant comparison before the Covid-19 pandemic in March 2019 to February 2020 had a contribution percentage of 37.64% for an online travel agent with a total contribution of 40.209 rooms. Then offline travel agents contribute 24.51% with as many room reservations as many as 25.846 rooms. As a result of the Covid-19 pandemic, there was a decrease in contributions to online and offline travel agent reservations, namely as many as 35.851 rooms with a total contribution of 4.358 rooms with a percentage of 35.14% then offline travel agents also decreased by 22.538 rooms with a total contribution of 3.308 rooms with a percentage of 23.56%. COVID-19 greatly influenced the contribution of online and offline travel agent reservations to room occupancy at The Westin Resort Nusa Dua, Bali, which caused a significant decrease; namely, in 2020, the room occupancy of the Westin Resort Nusa Dua, Bali only reached 19.25% which compared to the 2019 room occupancy which was 84.39% and 2018 as much as 78.95%.

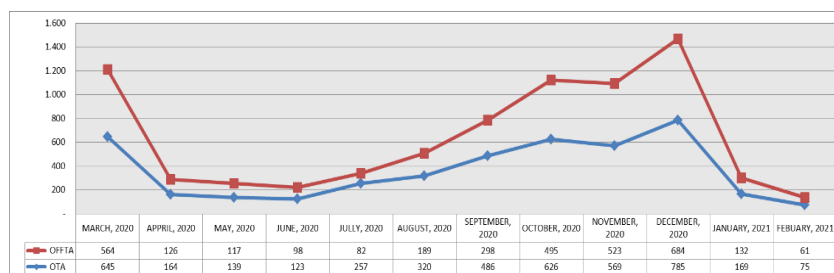


Figure 2. Before Pandemic Situation
 [Source: Sales and Marketing Department, 2021/Data processed]

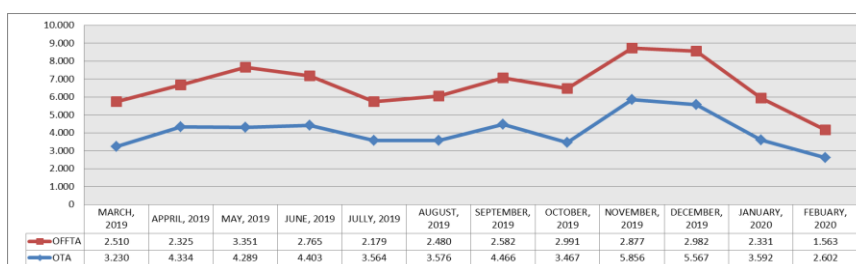


Figure 3. After Pandemic Situations
 [Source: Sales and Marketing Department, 2021/Data processed]

Based on this comparison, it can be concluded that the contribution of online and offline travel agent reservations to room occupancy of the Westin Resort Nusa Dua, Bali, has a very significant comparison before the Covid-19 pandemic in March 2019 to February 2020 had a contribution percentage of 37.64% for an online travel agent with a total contribution of 40,209 rooms. Then offline travel agents contribute 24.51% with as many room reservations as many as 25,846 rooms. As a result of the Covid-19 pandemic, there was a decrease in contributions to online and offline travel agent reservations, namely as many as 35,851 rooms with a total contribution of 4,358 rooms with a percentage of 35.14% then offline travel agents also decreased by 22,538 rooms with a total contribution of 3,308 rooms with a percentage of 23.56%. COVID-19 greatly influenced the contribution of online and offline travel agent reservations to room occupancy at The Westin Resort Nusa Dua, Bali, which caused a significant decrease; namely, in 2020, the room occupancy of the Westin Resort Nusa Dua, Bali only reached 19.25% which compared to the 2019 room occupancy which was 84.39% and 2018 as much as 78.95%.

CONCLUSION

Based on the analysis and discussion results, it can be concluded that the contribution of online and offline travel agent reservations fluctuates every year, where the contribution of online travel agents is superior to that of offline travel agents. Online travel agent reservations have contributed more in helping increase room occupancy at The Westin Resort Nusa Dua, Bali. The most dominant online travel agent contributing to The Westin Resort Nusa Dua, Bali is Ctrip, and the most dominant offline travel agent contributing to The Westin Resort Nusa Dua, Bali, namely Kliknbook and Mandira Abadi. The situation comparison of the contribution conditions of online and offline travel agent reservations after and before the pandemic there was a significant comparison where in 2019, the period before the pandemic on online travel agent reservations, there was the most significant increase in contribution, reaching 890 rooms in September 2019, with a total contribution of 4,466 and for offline travel agents, there was an increase of 409 rooms with a total contribution of 2,991 rooms.

Based on research, online and offline travel agent reservation sources are the second largest reservation source after the group at The Westin Resort Nusa Dua, Bali. Cooperation with online and offline travel agents is further enhanced to maintain this with online and offline travel agents and other reservation sources

at The Westin Resort Nusa Dua, Bali. The Westin Resort Nusa Dua, Bali, can implement a differentiation strategy by increasing price variants such as discounts, benefits, and facilities. Moreover, it can provide rewards in the form of complimentary online and offline travel agents with the most significant contribution. Online and offline travel agents with low contributions are recommended to re-evaluate the agreed work contract.

REFERENCES

- Ahira, A. (2012). *Pengertian Kontribusi*. Kencana.
- Artini, N. L. P. S., Susanto, B., & Utama, I. K. (2018). Evaluation Of Travel Agent's Reservation Contribution to the Occupancy In Pelangi Bali Hotel And Spa. *Journal of Applied Sciences in Travel and Hospitality*, 1(2), 110. <http://ojs.pnb.ac.id/index.php/JASTH/article/view/1002>
- Bagyono. (2012). *Teori dan Praktik Hotel Front Office*. Alfabeta.
- Bagyono. (2014). *Pariwisata dan Perhotelan*. Alfabeta.
- Chatamallah, M. (2008). Strategi "public relations" dalam promosi pariwisata: studi kasus dengan pendekatan "marketing public relations" di Provinsi Banten. *Mediator: Jurnal Komunikasi*, 9(2), 393–402. <https://doi.org/https://doi.org/10.29313/mediator.v9i2.1120>
- Darmardjati, R. . (2006). *Istilah-istilah Dunia Pariwisata*. PT. Pradnya Paramita.
- Endar, S. (2014). *Operasinoal Kantor Depan Hotel*. Gramedia Pustaka Utama.
- Lestari, N. (2014). Pengaruh Reservasi Melalui Online dan Offline Travel Agent Terhadap Room Revenue di Solaris Hotel Kuta. *Skripsi: Universitas Udayana*. <https://ocs.unud.ac.id/index.php/index/search/search>
- Liu, J. N. K., & Zhang, E. Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71–83. <https://doi.org/https://doi.org/10.1016/j.ijhm.2014.01.011>
- Masiero, L., & Law, R. (2016). Comparing reservation channels for hotel rooms: A behavioral perspective. *Journal of Travel & Tourism Marketing*, 33(1), 1–13. <https://doi.org/https://doi.org/10.1080/10548408.2014.997960>
- Muljadi, A. . (2010). *Kepariwisata dan perjalanan*. PT. Raja Grafindo Persada.
- Nirwandar, S. (2011). Pembangunan sektor pariwisata di era otonomi daerah. *Diakses Pada*, 24.
- Noor, J. (2014). *Metode Penelitian*. Kencana.
- Pradiatiningtyas, D. (2017). Pengaruh Web Experience, Social Factor, Dan Ease Of Use Terhadap Penggunaan Reservasi Hotel Secara Online. *Jurnal Khasanah Ilmu*, 8 No. 2.
- Putri, N. M. A. Y., Mananda, I. G. P. B. S., & Mahadewi, N. P. E. (2014). Pengaruh Biro Perjalanan Wisata Sebagai Saluran Distribusi Terhadap Tingkat Hunian Kamar Pada Hotel All Seasons Legian Bali. *Jurnal IPTA (Industri Perjalanan Wisata)*, 2(2), 34–38. <https://doi.org/https://doi.org/10.24843/IPTA.2014.v02.i02.p07>
- Rai Utama, I. G. B. (2017). *Pemasaran Pariwisata*. CV Andi Offset.
- Rizqi, M. F., & Achmad, S. H. (2015). Standar Operasional Prosedur Check-in Di Verona Palace Hotel. *Proceedings of Applied Science*, 1(3). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/4231>.
- Sambodo Agus dan Bagyono. (2006). *Dasar-dasar Kantor Depan Hotel*. CV. Andi

- Offset.
- Sambodo, & Bagyono. (2012). *Dasar-Dasar Kantor Depan Hotel*. CV. Andi Offset.
- Silva, G. M., & Goncalves, H. M. (2016). Causal recipes for customer loyalty to travel agencies: Differences between online and offline customers. *Journal of Business Research*, 69(11), 5512–5518. <https://doi.org/https://doi.org/10.1016/j.jbusres.2016.04.163>
- Soenarno, A. (2006). *Front Office Management*. CV Andi Offset.
- Sugihamretha, I. D. G. (2020). Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 4(2), 191–206. <https://doi.org/https://doi.org/10.36574/jpp.v4i2.113>
- Sugiyono. (2014). *Metode Penelitian Manajemen*. CV. Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Manajemn*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian*. Alfabeta.
- Sujanto, B. (2008). *Hotel Courtesy*. Andi Offset.
- Sulastiyono. (2011). *Manajemen Penyelenggaraan Hotel*. Alfabeta.
- Suniarti, N. ., & Menuh, N. . (2019). Pengaruh Reservasi Melalui Online Travel Agent Dan Offline Travel Agent Terhadap Tingkat Hunian Kamar. *II Forum Manajemen STMI Handayani Denpasar*, 17. <https://ojs.stimihandayani.ac.id/index.php/FM/article/view/322>
- Suwijati, N. M. (2019). The Contribution Analysis of Online and Offline Travel Agents in Increasing Room Occupancy. *Jurnal Bali Membangun Bali*. <https://doi.org/https://doi.org/10.51172/jbmb.v2i2.40>
- Xingyang, L., Nian, L., Xiaowei, X., & Yang, Y. (2020). Understanding the emergence and development of online travel agencies: a dynamic evaluation and simulation approach. *Internet Research*, 30(6), 1783–1810. <https://doi.org/10.1108/INTR-11-2019-0464>
- Yoeti, O. (2006). *Tour and Travel Marketing*. PT. Pradnya.
- .