

ANALYSIS OF RESERVATION RESOURCES TO INCREASE ROOM SALES AT KAYUMANIS JIMBARAN PRIVATE ESTATE & SPA

I Wayan Resa Adipratama^{1*}, I Gusti Putu Sutarma², Ni Putu Wiwiek Ary Susyarini³

¹²³Politeknik Negeri Bali, Indonesia

*Corresponding: resaadipratama1@gmail.com

Diajukan 20-01-2022	Direvisi 22-01-2022	Diterima 27-01-2022
-------------------------------	-------------------------------	-------------------------------

ABSTRACT

Purpose: This research aims to determine the contribution of reservations through reservation sources to increase room sales at Kayumanis Jimbaran Private Estate & Spa. To find out the gift of each reservation most dominant on the room sales rate.

Methods: Data sources are reservation data from online travel agents, offline travel agents, and direct booking, as well as data related to room sales rates from January 2019 to December 2020. Methods of data collection are done through interviews and documentation. Data analysis uses simple descriptive statistical analysis techniques.

Implication: The strategy that stimulates the success of several online and offline travel agents is through efforts to provide commission rewards and benefits such as FOC (Free of Charge) promo packages.

Keywords: Contributions, reservations, travel agent, room sales.

INTRODUCTION

Tourism is one of the most rapidly developing potential industries in the world. This is supported by the development of transportation and technology that makes it easier for people to travel. The tourism sector has a significant impact on economic aspects, one of which is because it can absorb workers who can increase people's income and welfare.

Bali is one of the islands that has become an icon of Indonesian tourism in the eyes of the world. The development of tourism has an impact on the increasing number of tourists who come to Bali. Along with the increase in tourist visits, it also affects the growing number of tourism industry developments, including the construction of hotel accommodation facilities.

Bali, which is known to make tourism its central income sector, can be said to be able to develop its flagship sector well when viewed based on the number of tourist visits that come each year. However, in 2020, Bali experienced a decrease in tourist visits due to the impact of the COVID-19 pandemic. This can be seen in Table 1, which shows the number of foreign and domestic tourist arrivals who came directly to Bali in 2016-2020.

Table 1. Number of Foreign and Domestic Tourist Visits to Bali in 2016-2020

Year	Foreign Tourist	Growth (%)	Domestic Tourist	Growth (%)
2016	4.927.937	23,14	8.643.680	20,94
2017	5.697.739	15,62	8.735.633	1,06
2018	6.070.473	6,54	9.757.991	11,70
2019	6.275.210	3,37	10.545.039	8,07
2020	1.069.473	-82,96	4.596.157	-56,41

Source: Central Bureau of Statistics of Bali Province, 2021

Based on Table 1.1 above, it can be seen that the number of foreign and domestic tourist arrivals to Bali from 2016-2019 continued to increase, but in 2020, the number of foreign tourist arrivals declined by -82.96% from the previous year as well as the number of domestic tourist arrivals fell by -56.41% of the prior year. In 2020, the tourism industry experienced a drastic decline in tourist arrivals due to the impact of the COVID-19 pandemic. This is a challenge for the tourism industry in marketing to attract tourists to come.

One of the companies in Bali that has been affected by the COVID-19 pandemic is Kayumanis Jimbaran Private Estate & Spa. Kayumanis Jimbaran is a 4-star private estate located in the Jimbaran area, precisely on Jalan Yoga Perkanthi. The COVID-19 pandemic has impacted the sales of Kayumanis Jimbaran rooms, which have decreased drastically. This can be seen in the following table, which shows the percentage of room sales at Kayumanis Jimbaran in 2019-2020.

Table 2. Percentage of Room Sales at Kayumanis Jimbaran Private Estate & Spa in 2019-2020

Month	Room Sales Percentage	
	2019	2020
January	29.35%	67.74%
February	48.93%	40.69%
March	20.65%	18.23%
April	43.67%	0.00%
May	42.90%	0.00%
June	54.67%	0.00%
July	67.26%	0.00%
August	82.26%	0.00%
September	68.33%	0.48%
October	64.84%	20.16%
November	35.50%	12.90%
December	38.06%	40.97%

(Source: Kayumanis Jimbaran Private Estate & Spa, 2021)

Based on the table above, it can be seen that the COVID-19 pandemic has impacted the decline in room sales at Kayumanis Jimbaran Private Estate & Spa. However, to maintain room sales, Kayumanis Jimbaran Private Estate & Spa carries out various promotions to attract tourists as long as the level of room sales is influenced by reservation sources such as online travel agents, offline travel agents, and direct bookings. This has attracted the author's interest to explore how to contribute from these reservation sources in maintaining the level of room sales at Kayumanis Jimbaran Private Estate & Spa. Based on this background, the author chose to raise the title "Source-Reservation Analysis to Increase Room Sales at Kayumanis Jimbaran Private Estate & Spa." The problem to be discussed in this study is as follows:

1. How significant is the contribution of reservation sources in increasing room sales at Kayumanis Jimbaran Private Estate & Spa?
2. Which is more dominant among the reservation sources in increasing room sales at Kayumanis Jimbaran Private Estate & Spa?

A villa is a temporary residence usually used as a place to stay while on vacation and recreation; it can also be said that the villa is a comfortable place for guests to rest (Gunawan, 2007). A villa is a small house located far from the city or close to the mountains, the villa is also called a rest house, used only during holidays (Suantari, 2015, p. 8). Villas are divided into several classifications, including diamond level, gold level, and silver level, and are divided into several types, including private villas and resort villas (Suteja in Eka Krisma Dewi, 2019:27).

Reservations are a section in the Front Office Department whose duties and responsibilities are handling booking requests from potential guests (Bagyono in Krestanto, 2019). Reservation is booking a room made by a guest; a reservation is made to get several rooms of interest; reservations are made some time in advance through several sources with various booking methods to ensure that the guest gets a room when they arrive or check-in (Baker et al. in Carrine Ayu et al., 2017).

A travel agent is a business entity that organizes a travel business and acts as an intermediary in selling or managing services to travel (Monaghan in Wachyuni et al., 2018:5). "The internet has a continuously growing influence on various tourism markets. First, consumer information and booking behavior have changed dramatically since online information and booking services were introduced" (Lohmann & Schmücker, 2009, p. 32). "The rapid growth of the travel industry requires sophisticated information technologies (ITs) for managing increasing volume and quality of tourism traffic" (Law et al., 2004, p. 100). The growth of the travel industry requires information technology to manage the increasing volume and quality of tourism (Shapiro & Shi, 2008, p. 3).

Contributions made by travel agents, both offline and online travel agents, in the form of affiliate marketing, which is a business system by paying for someone's services when that person successfully sells products or services from a company that is marketed via the internet (Dany in Yanti, 2017:13). "Online and Offline Travel Agent Reservation Contribution to Room Occupancy Rate at Lor In New Kuta Hotel" (Eka Dyah, 2017). "The Influence of Online Travel Agents on Room Reservations at Hotel Mutiara Malioboro Yogyakarta" (Lutfi Hendriyati, 2019). "Effect of Online Booking & Offline Booking on Occupancy Increase at Marc Hotel Passer Baroe" (Agata et al., 2020). "A comparison of Online and Offline Bookings and the Importance of Hotel Attributes" (Igor et al., 2010). "The Effect of Online and Offline Experiential Marketing on Brand Equity in the Hotel Sector" (José Alberto Castañeda García, Andrea Del Valle Galindo & Rocío Martínez Suárez, 2018).

METHODS

This research was conducted at the Sales & Marketing Department at Kayumanis Jimbaran Private Estate & Spa. The object of this research is the sources of reservation and sale of rooms at Kayumanis Jimbaran Private Estate & Spa. These reservation sources include online travel agents, offline travel agents, and direct bookings. This study uses quantitative and qualitative data types.

In this study, there are two types of data sources, namely primary data and secondary data. The primary data in this study was obtained through an interview process with the sales manager of Kayumanis Jimbaran Private Estate & Spa regarding all information related to the object of research. The secondary data in this study were reservation data and room sales from January 2019 to March 2020, which is the period before the COVID-19 pandemic, and starting from April 2020 to December 2020, which is the period during the COVID-19 pandemic. Methods of collecting data using observation techniques or systematically observing the symptoms being investigated, interviews or asking informants, and literature studies related to research. The analytical technique used in this research is descriptive statistical analysis. Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations (Sugiyono, 2014, p. 147).

The data analyzed in this study is data on reservation sources through online travel agents, offline travel agents, and direct bookings, as well as room sales data for two years from 2019 to 2020 by finding the average using Microsoft Excel. A researcher must be able to present the data obtained through observation, interviews, questionnaires (questionnaires), and documentation.

The basic principle of presenting data is communicative and complete, in the sense that it can attract the attention of other parties to read it and easily understand its contents. One way is to use data presentation with tables, graphs, and pie charts. In this study, the presentation of the data that the author uses is the presentation of the data in tables and graphs. In contrast, the description of the data that the author uses is the presentation of the data in the form of mean and percentage.

Mean

Mean is a group explanation technique based on the average value of the group. This average is obtained by adding the data for all individuals in the group and then dividing by the number of individuals present.

$$Me = \frac{\sum xi}{n} \dots\dots\dots (1)$$

Information:

- Me = Mean (average)
- Σ = Amount
- Xi = Values X to i to n
- N = Individual quantity

Percentages

Data analysis uses a simple presentation distribution to determine the contribution of online travel agent reservations, offline travel agents, and direct bookings to room sales levels. Based on the data that has been processed or analyzed as a basis for making a systematic description as a report on research results and conclusions from the report. The formula is as follows:

$$\% = \frac{f}{N} 100\% \dots\dots\dots (2)$$

Information:

- % = Percentage
- N = Number of Frequency
- f = Variable category
- 100 = Constant

RESULTS AND DISCUSSION

Results

Contributions provided through reservation sources to the level of room sales at Kayumanis Jimbaran Private & Spa fluctuate or increase and decrease every month. This can be seen in Tables 3 and 4 below.

Table 3. Room Night Contribution through Reservation Resources to Room Sales at Kayumanis Jimbaran Private & Spa 2019

No.	Month	Online Travel Agent	Offline Travel Agent	Direct Booking	Room Sales Percentage
1	January	82	64	36	29.35%
2	February	123	96	55	48.93%
3	March	57	43	28	20.65%
4	April	118	88	56	43.67%
5	May	120	97	49	42.90%
6	June	148	116	64	54.67%
7	July	187	144	86	67.26%
8	August	229	178	103	82.26%

9	September	185	146	79	68.33%
10	October	179	138	85	64.84%
11	November	95	74	44	35.50%
12	December	106	83	47	38.06%
	Total	1629	1267	732	-
	Average	135.75	105.58	61	49.70%

Based on the data in Table 3, reservation sources contributed 3,628 room nights in 2019, with an average room occupancy rate of 49.70%. Of the total room nights given in 2019, online travel agents contributed 1,629 room nights, offline travel agents contributed 1,267 room nights, and direct bookings contributed 732 room nights. The highest percentage of room sales in 2019 was in August, at 82.26%.

Table 4. Room Night Contribution through Reservation Resources to Room Sales at Kayumanis Jimbaran Private & Spa 2020

No.	Month	Online Travel Agent	Offline Travel Agent	Direct Booking	Room Sales Percentage
1	January	189	147	84	67.74%
2	February	105	71	60	40.69%
3	March	58	30	25	18.23%
4	April	0	0	0	0.00%
5	May	0	0	0	0.00%
6	June	0	0	0	0.00%
7	July	0	0	0	0.00%
8	August	0	0	0	0.00%
9	September	0	0	3	0.48%
10	October	81	0	42	20.16%
11	November	53	2	26	12.90%
12	December	162	8	80	40.97%
	Total	648	258	320	-
	Average	54	21.5	26.67	16.76%

Based on the data in Table 4, reservation sources contributed to a total room night of 1,226 in 2020, with an average room occupancy rate of 16.76%. Of the total room nights given in 2020, online travel agents contributed 648 room nights, offline travel agents contributed 258 room nights, and direct bookings contributed 320 room nights. The highest percentage of room sales in 2020 was in January at 67.74%.

The three reservation sources contributed to the percentage of room sales at Kayumanis Jimbaran Private Estate & Spa with different amounts from January 2019 to December 2020. This can be seen in Table 5.

Table 5. Descriptive Statistics from Online Travel Agents, Offline Travel Agents, and Direct Bookings on Room Sales at Kayumanis Jimbaran Private Estate & Spa

	Online Travel Agent	Offline Travel Agent	Direct Booking
Maximum	229	178	103
Minimum	0	0	0
Mean	95	64	44
Std. Deviation	72	60	33

Online Travel Agent

Based on the data in Table 5, it can be seen that the highest contribution given by online travel agents was 229 room nights in August 2019. The lowest contribution given by online travel agents was 0 room nights from April to August 2020. Online travel agents provided an average contribution of 95 room nights from January 2019 to December 2020, with a standard deviation of 72 room nights.

Offline Travel Agent

Based on the data in Table 5, it can be seen that the highest contribution given by offline travel agents was 178 room nights in August 2019. The lowest contribution given by offline travel agents was 0 room nights from April to August 2020. Offline travel agents provided an average contribution of 64 room nights from January 2019 to December 2020, with a standard deviation of 60 room nights.

Direct Booking

In Table 5, it can be seen that the highest contribution given by direct booking was 103 room nights in August 2019. The lowest contribution given by direct booking was 0 room nights from April to August 2020. Direct booking contributed an average of an average of 44 room nights in the period from January 2019 to December 2020, with a standard deviation of 33 room nights.

Contributions of online travel agents, offline travel agents, and direct bookings in the period January 2019 to December 2020 fluctuated every month. This affects the level of room sales at Kayumanis Jimbaran Private Estate & Spa. This can be seen in Table 6.

Table 6. Contribution of Online Travel Agent, Offline Travel Agent, and Direct Booking to Room Sales Level at Kayumanis Jimbaran Private Estate & Spa in the 2019-2020 Period

	Online Travel Agent	Offline Travel Agent	Direct Booking
2019	44.90%	34.92%	20.18%
2020	52.85%	21.05%	26.10%
Average	48.88%	27.99%	23.14%
Ranking	1	2	3

The average contribution given by online travel agents to room sales is 48.88%, while offline travel agents contribute an average of 27.99%, and direct bookings contribute an average of 23.14%.

Contributions of online travel agents, offline travel agents, and direct bookings to the level of room sales from January 2019 to December 2020 in the form of bar charts and contribution tables.

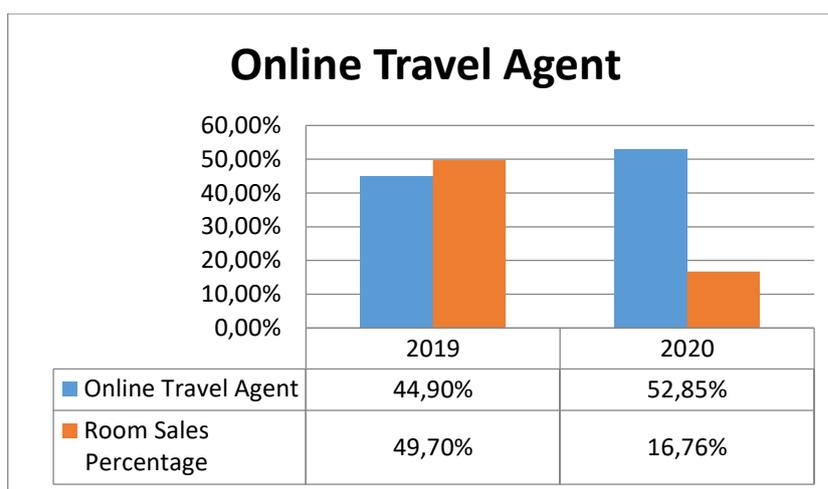


Figure 1. Bar Chart of Online Travel Agent Contribution to Room Sales Level in January 2019-December 2020 Period

(Sources: Processed data, 2021)

The contribution of online travel agents in 2019 was 44.90%, and in 2020, the contribution of online travel agents increased by 7.95% to 52.85%. From this percentage, the average online travel agent contribution from January 2019 to December 2020 is 48.88%.

Table 7. Online Travel Agent's Contribution to Room Sales Level at Kayumanis Jimbaran Private Estate & Spa in the 2019-2020 Period

No.	Online Travel Agent	2019	2020	Total	Percentage
1	Traveloka.com	635	215	850	37.33%
2	Booking.com	284	121	405	17.79%
3	Expedia	247	105	352	15.46%
4	Tiket.com	178	98	276	12.12%
5	Agoda	83	32	115	5.05%
6	C-trip	72	27	99	4.34%
7	Pegi-pegi.com	51	19	70	3.07%
8	Travel Click	46	17	63	2.77%
9	Waka	19	8	27	1.19%
10	GTA	14	6	20	0.88%
	Total	1629	648	2277	100.00%

Source: Kayumanis Jimbaran Private Estate & Spa, 2021

Table 7 shows the names of online travel agents and their room night contribution to the level of room sales at Kayumanis Jimbaran Private Estate & Spa in the January 2019-December 2020 period; among others, Traveloka contributed 850 room nights, Booking.com 405 room nights, Expedia for 352 room nights, Tiket.com for 276 room nights, Agoda for 115 room nights, C-trip for 99 room nights, Pegi-pegi.com for 70 room nights, Travel Click for 63 room nights, Waka for 27 rooms night, and GTA for 20 room nights.

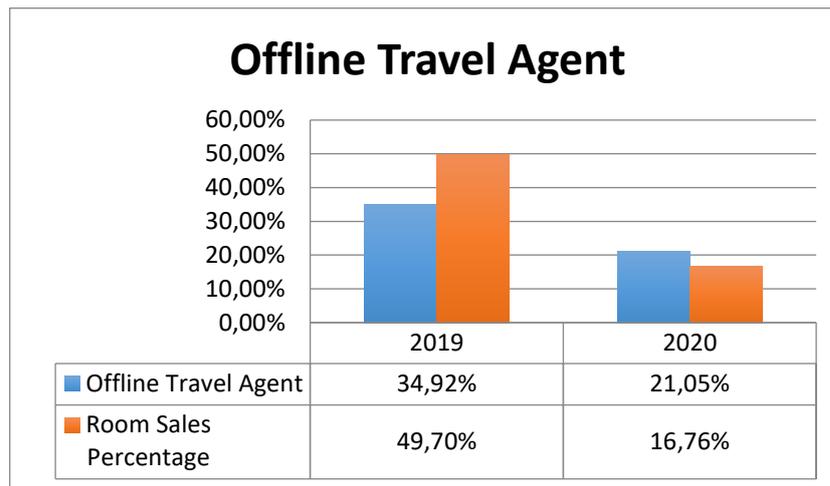


Figure 2. Bar Chart of Offline Travel Agent Contribution to Room Sales Level in January 2019-December 2020 Period

(Sources: Processed data, 2021)

Based on Figure 4.3, it can be seen the contribution of offline travel agents in the January 2019-December 2020 period to the level of sales of the Kayumanis Jimbaran Private Estate & Spa rooms. The contribution of offline travel agents in 2019 was 34.92%, and in 2020, offline travel agents decreased significantly by 13.87% to 21.05%. From this percentage, the average offline travel agent contribution from January 2019 to December 2020 is 27.99%.

Table 8. Offline Travel Agent's Contribution to Room Sales Level at Kayumanis Jimbaran Private Estate & Spa in the 2019-2020 Period

No.	Offline Travel Agent	2019	2020	Total	Percentage
1	Antavaya	121	38	159	10.43%
2	Windys	114	32	146	9.57%
3	Bali Kami	85	23	108	7.08%
4	JTB	76	19	95	6.23%
5	Paradise Bali	72	17	89	5.84%
6	Bali Go	68	15	83	5.44%
7	Bali Vacation	64	13	77	5.05%
8	Go Vacation	62	12	74	4.85%
9	Rama Tour	57	11	68	4.46%
10	New Bidadari Tour	56	10	66	4.33%
11	HIS Travel	49	9	58	3.80%
12	ICS Travel	46	8	54	3.54%
13	Indo Jaya Tour	43	8	51	3.34%
14	D&V Tour	39	7	46	3.02%
15	CIB	37	7	44	2.89%
16	Trails of Indochina	33	6	39	2.56%
17	Shanti Adv. Tour	32	5	37	2.43%
18	Penjor	30	5	35	2.30%
19	Bali Shuka Wedding	25	4	29	1.90%
20	Bali Pertiwi	21	3	24	1.57%
21	Sky Hub	19	2	21	1.38%
22	CDI Travel	17	2	19	1.25%
23	Manumadi	15	1	16	1.05%
24	Exo Travel	15	1	16	1.05%

25	Aruna Bhuana	14	0	14	0.92%
26	ABW Travel	12	0	12	0.79%
27	Goh Japan	11	0	11	0.72%
28	Marine Tour	10	0	10	0.66%
29	Lotus Asia Tour	8	0	8	0.52%
30	Asian Travel	7	0	7	0.46%
31	Asia Voyage	5	0	5	0.33%
32	Destination Asia	4	0	4	0.26%
Total		1629	648	2277	100.00%

(Source: Kayumanis Jimbaran Private Estate & Spa, 2021)

Table 8 shows the names of offline travel agents and their room night contribution to the level of room sales at Kayumanis Jimbaran Private Estate & Spa in the January 2019-December 2020 period, including Antavaya contributed 159 room nights, Windys 146 room nights, Bali We are 108 room nights, JTB is 95 room nights, Paradise Bali is 89 room nights, Bali Go is 83 room nights, Bali Vacation is 77 room nights, Go Vacation is 74 room nights, Rama Tour is 68 room nights, New Bidadari Tour 66 room nights, HIS Travel 58 room nights, ICS Travel 54 room nights, Indo Jaya Tour 51 room nights, D&V Tour 46 room nights, CIB 44 room nights, Trails of Indochina 39 room nights, Shanti Adv. Tour for 37 room nights, Penjor for 35 room nights, Bali Shuka Wedding for 29 room nights, Bali Pertiwi for 24 room nights, Sky Hub for 21 room nights, CDI Travel for 19 room nights, Manumadi for 16 room nights, Exo Travel for 16 room nights, Aruna Bhuana for 14 room nights, ABW Travel for 12 room nights, Goh Japan for 11 room nights, Marine Tour for 10 room nights, Lotus Asia Tour for 8 room nights, Asean Travel for 7 room nights, Asia Voyage for 5 room nights, and Destination Asia for 4 room nights.

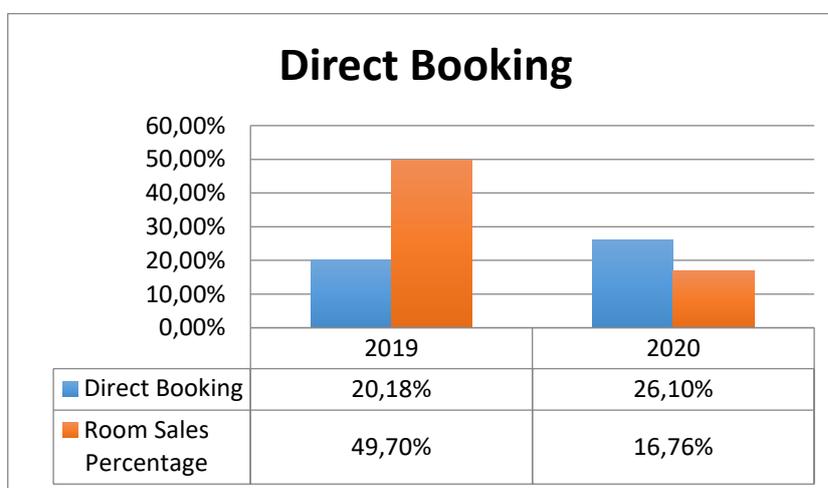


Figure 3. Bar Chart of Offline Travel Agent Contribution to Room Sales Level in January 2019-December 2020 Period

Based on Figure 3, it can be seen that the contribution of direct bookings in the January 2019-December 2020 period to the level of sales of the Kayumanis Jimbaran Private Estate & Spa rooms. The direct booking contribution in 2019 was 44.90%, and in 2020, the direct booking contribution increased by 7.95% to 52.85%. From this percentage, the average direct booking contribution from January 2019 to December 2020 was 23.14%.

Table 9. Offline Travel Agent's Contribution to Room Sales Level at Kayumanis Jimbaran Private Estate & Spa in the 2019-2020 Period

No.	Direct Booking	2019	2020	Total	Percentage
1	Telephone	263	122	385	36.60%
2	E-mail	191	95	286	27.19%
3	Website	125	47	172	16.35%
4	Social Media	94	36	130	12.36%
5	Walk-in Guest	59	20	79	7.51%
	Total	732	320	1052	100.00%

(Source: Kayumanis Jimbaran Private Estate & Spa, 2021)

Table 9 shows the media used when direct booking and the contribution of room nights to the level of room sales at Kayumanis Jimbaran Private Estate & Spa in the January 2019-December 2020 period, including telephone reservations contributed 385 room nights, reservations via e-mail mail for 286 room nights, reservations through the website for 172 room nights, reservations through direct messages or social media advertisements for 130 room nights, and reservations through walk-in guest for 79 room nights.

This study was conducted to determine the contribution made by reservation sources in increasing room sales at Kayumanis Jimbaran Private & Spa from January 2019 to December 2020. Reservation sources that contributed room nights to the level of room sales at Kayumanis Jimbaran Private & Spa, namely online travel agents, offline travel agents, and direct bookings. Contributions provided through reservation sources to the level of room sales at Kayumanis Jimbaran Private & Spa fluctuate or increase and decrease every month.

Based on the data in Table 3, the highest percentage of room sales in 2019 was in August at 82.26% because there was high demand or many requests from guests to stay. This is also because this month was included in the high season period at Kayumanis Jimbaran, and based on the data in Table 4, the highest percentage of room sales in 2020 was in January at 67.74% because, in that month, there was high demand. This is also because that month is in the peak season at Kayumanis Jimbaran, and the company gives many promos. One of them is a new year promo.

From April 2020 until mid-September 2020, the villa is not operating, so there are no room sales during that period. This is due to the impact of the Covid-19 pandemic. The new villa started operating again in mid-September 2020, so room sales began reappearing in that month even though it was only 0.48%. Villa slowly started to rise, as seen from the percentage of room sales, which began to improve in October, then fell again in November, before finally rising again in December. In the COVID-19 pandemic period from April to December 2020, online travel agents were able to contribute 64.77%, offline travel agents were only able to contribute 2.19%, and direct bookings were able to contribute 33.04%.

The most dominant reservation source that contributed to increasing room sales at Kayumanis Jimbaran Private & Estate from January 2019 to December 2020 is online travel agents, with an average contribution of 48.88%. Online travel agents contributed 44.90% in 2019 and 52.85% in 2020. During the COVID-19 pandemic period from April to December 2020, online travel agents still dominated by contributing 64.77%.

Based on Table 7 above, it can be proven that from January 2019 to December 2020, the online travel agent that contributed the highest number of room nights was Traveloka.com, with 850 room nights. This is because local tourists tend to use Traveloka.com as a reservation medium; besides that, Traveloka.com also offers cheaper prices. The lowest room night contribution is given by GTA of 20 room nights. This is because the promotions carried out by GTA are less attractive, so they cannot contribute much to Kayumanis Jimbaran Private Estate & Spa.

The second source of reservation is offline travel agents, with an average contribution of 27.99%. Offline travel agents contributed 34.92% in 2019 and 21.05% in 2020. During the COVID-19 pandemic period from April to December 2020, offline travel agents could only contribute 2.19%.

Based on Table 8 above, it can be proven that from January 2019 to December 2020, offline travel agents that contributed the highest room nights were reservations through Antavaya of 159 room nights. This is because the promos can attract tourists, and the rate offered is also low according to the contract rate. The lowest room night contribution is provided by a reservation through Destination Asia of 4 room nights. This is because the promos that were carried out were less attractive in 2019, and this continued in early 2020 and, in the end, was unable to contribute at all when the COVID-19 pandemic began to impact the villa.

The reservation source that contributes the least among other reservation sources is direct booking, with an average contribution of 23.14%. Direct booking contributed 20.18% in 2019 and contributed 26.10% in 2020. In the COVID-19 pandemic period from April to December 2020, direct booking made a more significant contribution than offline travel agents by contributing as much as 33.04%.

Based on Table 9 above, it can be proven that from January 2019 to December 2020, direct bookings contributed to the highest number of room nights, namely reservations by telephone of 385 room nights. This is because tourists can ask directly about the reservation in detail, and they can bid on the room price to the receptionist. During the pandemic, tourists also tend to choose to contact directly by telephone to inquire about the safety of the health protocol in the villa and the reservation details that change a lot due to these conditions, such as room rates, available items, and regulations during their stay at the villa. For example, the ban on turning on music is limited to 20:00. The lowest room night contribution was provided by a reservation through a walk-in guest of 79 room nights.

CONCLUSION

Kayumanis Jimbaran Private Estate & Spa has three sources of reservation, namely online travel agents, offline travel agents, and direct bookings. The contribution provided by these reservation sources in increasing room sales fluctuates every month. From January 2019 to December 2020, online travel agents contributed to the room occupancy rate of 48.88%. Offline Travel Agents contributed 27.99%, and direct booking contributed 23.14%.

The most dominant reservation source that contributed to increasing room sales at Kayumanis Jimbaran Private Estate & Spa from January 2019 to December 2020 is online travel agents, with an average contribution of 48.88%. Online travel agents contributed 44.90% in 2019 and 52.85% in 2020. The online travel agents that made the most significant contribution were Traveloka.com, Booking.com, and Expedia.

REFERENCES

- Aprillia, C. A., Astuti, E. S., & Dewantara, R. Y. (2017). "Analisis Sistem Informasi Reservasi Hotel (Studi pada Sistem Informasi Reservasi Dewarna Hotel Letjen Sutoyo Malang)". *Jurnal Administrasi Bisnis*, 44(1), 111-117.
- Arjana, I. G. B. (2015). *Geografi Pariwisata dan Ekonomi Kreatif*. Jakarta: PT Raja Grafindo Persada.
- Bagyono. (2012). *Hotel Front Office*. Bandung: Alfabeta.
- Bagyono. (2014). *Pariwisata dan Perhotelan*. Bandung: Alfabeta.
- Crnojevac, I. H., Gugić, J., & Karlovčan, S. (2010). "A Comparison of Online and Offline Bookings and the Importance of Hotel Attributes." *Journal of Information and Organizational Sciences*, 34(1), 41-54.
- Dyah, E. (2017). "Kontribusi Online dan Offline Travel Agent Reservation terhadap Tingkat Hunian Kamar pada Lor In New Kuta Hotel". *Skripsi. Politeknik Negeri Bali*.

- Eka Krisma Dewi, N. L. P. A. (2019). "Analisis Pemberian Reward terhadap Kinerja Karyawan di Belmond Jimbaran Puri". *Skripsi. Politeknik Negeri Bali*.
- García, J. A. C., Galindo, A. D. V., & Suárez, R. M. (2018). "The Effect of Online and Offline Experiential Marketing on Brand Equity in the Hotel Sector." *Spanish Journal of Marketing - ESIC*, 22(1), 22-41.
- Gunawan. (2007). "Villa Puncak dan Pengembangannya". *Skripsi. Malang: Program Studi Arsitektur Fakultas Teknik Universitas Brawijaya*.
- Hendriyati, L. (2019). "Pengaruh Online Travel Agent terhadap Pemesanan Kamar di Hotel Mutiara Malioboro Yogyakarta". *Media Wisata*, 17(1), 1-10.
- Krestanto, H. (2019). "Strategi dan Usaha Reservasi untuk Meningkatkan Tingkat Hunian di Grand Orchid Hotel Yogyakarta". *Media Wisata*, 17(1), 70-78.
- Law, R., Leung, K., & Wong, Rj. (2004). "The Impact of the Internet on Travel Agencies". *International Journal of Contemporary Hospitality Management*, 16(2), 100-107.
- Lohmann, M., & Schmücker, D. J. (2009). "Internet Research Differs from Research on Internet Users: Some Methodological Insights into Online Travel Research." *Tourism Review*, 64(1), 32-47.
- Mawarni, A. C. (2020). "Pengaruh Online Booking & Offline Booking Terhadap Peningkatan Occupancy Pada Marc Hotel Passer Baroe". *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(6), 298-302.
- Sambodo, A. dan B. (2006). *Dasar-Dasar Kantor Depan Hotel*. Yogyakarta: Andi.
- Shapiro, D., & Shi, X. (2008). "Market Segmentation: The Role of Opaque Travel Agencies". *Journal of Economics & Management Strategy*, 17(4), 803-837.
- Siregar, S. (2014). *Statistik Parametrik untuk Penelitian Kuantitatif*. Jakarta: PT Bumi Aksara.
- Suantari. (2015). "Villa Resort di Tulamben Karangasem". *Skripsi. Bali: Program Studi Arsitektur Fakultas Teknik Universitas Udayana*.
- Sugiyono. (2014). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Wachyuni, S. S., Wiweka, K., & Liman, M. (2018). "Pengaruh Online Distribution Channels (ODS) terhadap Hotel Revenue". *Journal of Tourism and Economics*, 1(2).
- Wiyasha, I. B. M. (2010). *Akuntansi Perhotelan*. Yogyakarta: Andi.
- Yanti, K. D. (2017). "Analisis Kontribusi Online Travel Agent Terhadap Room Occupancy Seminyak Paradiso Hotel". *Skripsi. Politeknik Negeri Bali*.