

CONTRIBUTION ANALYSIS OF RESERVATION THROUGH TRAVEL AGENT TO ROOM OCCUPANCY AT GRAND ZURI KUTA BALI HOTEL

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ABSTRACT

Travel agent is a business engaged in the field of service and provides information about all things related to travel. The purpose of this research is to know the amount of travel agent contribution to room occupancy at Grand Zuri Kuta Bali Hotel and to know which travel agent dominatly contribute to room occupancy at Grand Zuri Kuta Bali. The data used is reservation data through travel agent, other reservation source data (online travel agent, direct reservation, corporate and government) and room occupancy of the data in 2015 until 2017. Data in this research is obtained in data collection method that though interview and documentation. Data analysis technique used is quantitative descriptive analysis technique. Based on the results of this research show that, reservation through travel agent does have a great contribution to room occupancy at Grand Zuri Kuta Bali Hotel that is equal to 48.41% and 51.59% influenced by factors other factors not examined in this research while the most dominant travel agent contribution to room occupancy at Grand Zuri Kuta Bali Hotel is Tjendana Mandra Ssakti (TMS) Tour & Travel with contribution of 10.93%.

Keywords: reservation, travel agent, occupancy.

INTRODUCTION

Bali is one of the most famous tourism destinations for both domestic and international tourists. It has a lot of beautiful tourist attractions. Besides, the diversity of Balinese art and culture has its own magnetism. Those things attract a lot of people to come. The strong culture and tourist attraction that Bali has, making the tourism industry is very developed.

The development of tourism in Bali is able to attract both domestic and international tourist to come to Bali as the main tourism destination. The increase of the number of visitor every year has certainly made a lot of demands from them to be fulfilled. Accommodation is really necessary as the visitors need a place to stay. There are several kind of accommodations have been constructed in Bali to support the tourists' demand such as lodging, resort and hotel, one of them is Grand Zuri Kuta Bali Hotel.

Grand Zuri Kuta Bali Hotel is one of the accommodation service providers located at Jalan Raya Kuta number 81. It is a four-star hotel established since 2014. It has 133 rooms with four room types. All departments work together to serve the guests and realize the goals of the hotel to be achieved. The departments involved are front office, food & beverage, housekeeping, reservation, sales and marketing, accounting and other departments involved on hotel operation.

Reservation department is responsible for room booking. Reservation received room bookings from various sources such as online travel agent, travel agent, direct booking, corporate and government. One of the sources that contribute to increase the room booking is travel agent. The hotel management has carried out cooperation with several travel agents to simplify in making reservation. Cooperation is needed to meet the hotel room occupancy rate. From the cooperation, both parties will make a price agreement which is also called as contract rate. It will be very beneficial and will give a positive impact for the hotel. The travel agents in cooperation with Grand Zuri Kuta Bali are TMS Tour & Travel, Explore Bali Tour & Travel, Gajah Bali Wisata, and many other travel agents.

By looking at the current phenomenon which technology has developed rapidly, makes people want to simplify everything such as making room reservation via online system. Even though online travel agent has facilitated room reservation quickly and time saving, but it does not rule out the need for travel agent by the tourist as the intermediary to reserve a room. The existence of travel agent will make it easier for the tourist to gain complete information about the hotel such as room rate, location, food and beverage without having to come to the hotel. Besides, tourist can do two-way communication with travel agent and can negotiate the price. Travel agent also offers several tour packages which can be selected by tourist. With these advantages possessed by travel agent, it is expected that travel agent is able to bring more guest to meet the room occupancy rate at Grand Zuri Kuta Bali Hotel as well as giving a great contributions to the room rate occupancy at Grand Zuri Kuta Bali Hotel.

METHOD RESEARCH

This research is done at the Department of Sales and Marketing especially in the reservation section at Grand Zuri Kuta Bali Hotel. The object in this research is

the number of reservations through travel agents that will be examined its contribution to the level of occupancy room at Grand Zuri Kuta Bali Hotel. The type of data used in this research are quantitative and qualitative data. Sources of data used in this research are primary and secondary data. Data collection methods used interview to sales and marketing department, and documentation. Data analysis techniques used in this research is a quantitative descriptive statistical technique that is the percentage analysis of average data in arithmetic with Microsoft excel, while for qualitative data used qualitative descriptive analysis.

RESULTS AND DISCUSSION

There are 5 sources of reservation at Grand Zuri Kuta Bali hotel is reservation through travel agent, online travel agent, direct reservation, corporate and government. The five sources of this reservation greatly contribute to improving the room occupancy of the Grand Zuri Kuta Bali hotel. The purpose of this study is to find out how much the contribution of travel agents to the room occupancy rate at the Grand Zuri Kuta Bali hotel. The hotel is in cooperation with 331 travel agents, which will be studied are the top 10 of travel agents in collaboration with the Grand Zuri Kuta Bali hotel while the other 321 are classified in the others travel agent.

Table 4
 Percentage contribution of reservation source data through room occupancy at Grand Zuri Kuta Bali 2015-2017

Reservation Source	Year			Total Reservation (Room Night)	Average	Percentage (%)
	2015	2016	2017			
Travel Agent	13.154	10.611	24.633	48.398	16.133	48.41%
Online Travel Agent	7.297	19.785	10.038	37.120	12.373	37.13%
Direct	2.566	3.810	2.352	8.728	2.909	8.73%
Corporate	1.092	1.504	1.210	3.806	1.269	3.81%
Government	464	1.283	174	1.921	640	1.92%
Total	24.573	36.993	38.407	99.973	33.324	100%
Occupancy	51.61%	76.20%	79.11%			

Source: *Sales & Marketing Department*, 2018 (Data processed).

Based on table 4, from the five reservation sources at Grand Zuri Kuta Bali hotel, it can be seen that the source of reservation through travel agent is the largest source of reservation among other online reservation sources (online travel agent, direct reservation, corporate and government). Travel agents contributed 48.41%, while online travel agents contributed 37.13%, direct reservation contributed 8.73%, corporate contributed 3.81% and government contributed 1.92%.

For three years from 2015 to 2017, travel agent contributions fluctuate annually. Contributions provided by travel agents in 2015 donated 13,154 room nights. In this year it is seen that the contribution given by travel agent is very big, this is because Grand Zuri Kuta Bali hotel only operates for 1 year, so this year the hotel more cooperation with travel agent compared with online travel agent to increase occupancy. In addition to introducing the brand hotel to the hotel Grand Zuri Kuta Bali better known by tourists and many stay at the hotel Grand Zuri Kuta Bali.

In 2016 the travel agent donated 10,611 room nights. In this year there is a decrease in the number of room reservations generated by travel agents when compared with the previous year, this happens because in 2016 online travel agents are rife in use because it makes it easier for tourists to make room reservations. The tourists prefer to use the booking room via an online travel agent rather than the travel agent at that time. Therefore, hotel reservation through travel agent is much smaller than online travel agent.

In the year 2017 travel agent donated 24,633 room night. In this year there is an increase again from the previous year, this is due to imperfect online travel agent system that makes it difficult for tourists in terms of cancelation, reschedule, complaint and refund. With imperfect online system, make the previous tourists using online travel agent re-switch using travel agent. Judging from other factors, the increase in this year due to the previous year has decreased, so the sales and marketing strategy to re-enforce the cooperation between the hotel with travel agents, such as making attractive promos that many tourists stay at the Grand Zuri Kuta hotel Bali, other than that the hotel offers many packages with special offer offers offer many benefits to tourists who will stay where so far travel agents always contribute greatly through group guests.

Based on table 4, the contribution of travel agent is 48.41%. The cause of the contribution of travel agent to the room occupancy rate at Grand Zuri Kuta Bali hotel based on interview with assistant sales manager is as follows: (a) The existence of good business cooperation between the hotel and travel agent, so that if the cooperation and communication has been going well, direct travel agent will give a big contribution to Grand Zuri Kuta Bali hotel, this will lead to the existence of linkage and mutual benefit between parties travel agent with the hotel. (b) In addition, viewed from the side of the hotel, Grand Zuri Kuta Bali bring more tourists who come with a group of travel agents such as China and the domestic market is generally more dominant come with the group. To arrange travel tours from transportation to accommodation, group travelers or groups generally prefer to use travel agents that make it easier for travelers to organize all activities related to travel. Therefore, the travel agent contact with the hotel in particular Grand Zuri Kuta Bali hotel will be more intensive, so that the hotel gets a good bond cooperation with various travel agents.

Based on the interviews, it can be concluded that good cooperation with various travel agents and the number of tourists groups or groups that come with using travel agents make the contribution of travel agents to the occupancy rate of rooms in Grand Zuri Kuta Bali hotel greater than other reservation sources.

Table 5
 Data reservation contribution through travel agent
 at Grand Zuri Kuta Bali 2015-2017

No	Travel Agent	Year			Total Reservation (Room Night)	Average	Percentage (%)
		2015	2016	2017			
1	Tjendana Mandra Sakti Tour & Travel	2.482	811	1.997	5.290	1.763	10.93%
2	Pandan Harum Semesta Tour & Travel	1.545	925	1.211	3.681	1.227	7.60%
3	Gajah Bali Wisata	1.503	320	875	2.698	899	5.58%
4	Permata Blue Sky Tour &	150	268	1.957	2.375	792	4.91%

	Travel						
5	Lion Tour Bali	210	535	1.420	2.165	722	4.47%
6	Asia Tour & Travel	700	413	724	1.837	613	3.80%
7	New Tiger Bali	365	525	640	1.530	510	3.16%
8	Salim Tour	364	595	344	1.303	434	2.70%
9	Le Bali Tour	225	432	584	1.241	414	2.56%
10	Bali Tamasya Tour & Travel	302	216	407	925	308	1.91%
11	Other Travel Agent (321 Travel Agent)	5.308	5.571	14.474	25.353	8.451	52.38%
Total		13.154	10.611	24.633	48.398	16.133	100%

Source: *Sales & Marketing Department, 2018 (Data processed).*

Contributions provided by travel agents at the Grand Zuri Kuta Bali hotel each year experience varying fluctuations. Viewed from table 5, in the year 2015 travel agent who contributed the most is Tjendra Mandra Sakti (TMS) Tour & Travel as much as 2,482 room night. While the travel agent that gives the smallest contribution in 2015 is Permata Blue Sky Tour & Travel as much as 150 room night.

In 2016 the largest travel agent contributes is Pandan Harum Semesta Tour & Travel 925 room night. While the travel agent who contributed a small in 2016 is Bali Tamasya Tour & Travel as much as 216 room night. In 2017 the largest travel agent contributed is Tjendra Mandra Sakti (TMS) Tour & Travel as much as 1,997 room night. While the travel agent that gives the smallest contribution in 2017 is Salim Tour as many as 344 room night.

From the description above, it can be concluded that the largest travel agent contributed for 3 years against the occupancy rate of the hotel room at Grand Zuri Kuta Bali is Tjendra Mandra Sakti (TMS) Tour & Travel that is 10.93% percentage

compared to other travel agents such as Pandan Harum Semesta by 7.60%, Gajah Bali Wisata 5.58%, Permata Blue Sky Tour & Travel 4.91%, Lion Tour Bali 4.47%, Asia Tour & Travel 3.80%, New Tiger Bali 3.16%, Salim Tour 2.70% %, Le Bali Tour is 2.56%, Bali Tamasya is 1.91% while the rest of the other travel agents are not studied by 52.38%.

As for reason of Tjendra Mandra Sakti (TMS) Tour & Travel become the travel agent which give the biggest contribution based on interview with assistant sales manager that is because between Grand Zuri Kuta Bali hotel with travel agent Tjendra Mandra Sakti (TMS) Tour & Travel has target market The Tjendra Mandra Sakti (TMS) Tour & Travel contributes more tourists than any other travel agent.

CONCLUSIONS AND SUGGESTIONS

Based on the five existing reservation sources at the Grand Zuri Kuta Bali hotel, the largest reservation source for three years from 2015 to 2017 is the reservation source through travel agent of 48.41%. The most dominant travel agent contributing greatly to the Grand Zuri Kuta Bali hotel from 2015 to 2017 is Tjendra Mandra Sakti (TMS) Tour & Travel of 10.93% compared to other travel agents namely Pandan Harum Semesta 7.60%, Gajah Bali 5.58%, Permata Blue Sky Tour & Travel 4.91%, Lion Tour Bali 4.47%, Asia Tour & Travel 3.80%, New Tiger Bali 3.16%, Salim Tour 2.70%, Le Bali Tour 2.56%, Bali Tamasya 1.91% while the rest of the other travel agents are not researched by 52.38%.

It can be submitted some suggestions, such as: (1) Contributions provided by travel agents to Grand Zuri Kuta Bali hotel, already has a significant contribution to the occupancy rate of the room. To maintain it, the hotel is expected to cooperate with more travel agents to increase room occupancy and also maintain good relationships with high or low contributing travel agents. (2) Many hotels in Bali to make a tight competition between the hotel Grand Zuri Kuta Bali with other hotels, then it is expected the Grand Zuri Kuta Bali hotel further increase cooperation with online travel agents, corporate and government.

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