

CONTRIBUTION OF OFFLINE AND ONLINE TRAVEL AGENT TOWARD ROOM OCCUPANCY AT FOUR POINTS BY SHERATON BALI SEMINYAK HOTEL

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ABSTRACT

The background of this research was based on of technology development that affect to room sales at Four Points by Sheraton Bali Seminyak. Room sales and promotion are made through offline and online travel agent. The purpose of this research to determine the level contribution of offline and online travel agent toward room occupancy of Four Points by Sheraton Bali Seminyak and to determine the highest contribution of offline and online travel agent. The data was collect by observation, interview and documentation. The data source were used are Primer and secondary data and the type of data were used quantitative data. The data will analyzed used descriptive statistic, the processing using Microsoft Excel to analyzed data by descriptive statistic function mean, median, modus, standard deviation. Based on calculation the contribution of offline and online travel agent was dominate by Expedia with total contribution by 61,78% and Coorendon with total contribution by 37,71% on 2015-2017. The suggestion could be given that the hotel should to strengthen in relationship with travel agent and make good contract rate and offer the best package for their market., so that the travel agent could provide the great contribution toward room occupancy of Four Points by Sheraton Bali Seminyak Hotel.

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

INTRODUCTION

Bali is popular and favorite tourist destination for every foreign and domestic. Uniqueness and attractiveness that is attract the tourist to visit Bali and it is resulting the development of tourism in Bali is growing rapidly. It evidenced by number of tourist visit to Bali in 2013 – 2017 which show the number of tourist visits increased. The number of tourist visit to Bali increased by 14,9% and by development of tourism facilities such as hotel accommodation, with the highest growth by 3-star hotel with an average growth by 62 hotels built each year.

The globalization era was greatly effect to hospitality industry because everything is required to be easily accessible. Currently, offline travel agency is used as a leisure

and business trip organizer, it become a distribution channel to hotel. In simplifying effort of booking a room, online travel agent make a sale and promotion according to websites and social media that they provide for all customer with various features of booking to payment.

With an easily offer by travel agency, Four Points by Sheraton Bali Seminyak hotel doing cooperate with travel agency. This way can attract tourist to stay and improve room occupancy. Online travel agent that become to Four Points by Sheraton Bali Seminyak’s partner such as Agoda.com, Booking.com, Expedia, and Hotelbed for offline travel agent such as Coorendon, Flight Center, GTA, and Thomas Cook.

Table 1
 Room occupancy of Four Points by Sheraton Bali Seminyak by 2015-2017.

Tahun	Distribution Channels			
	Offline Travel Agent	Online Travel Agent	Website	Direct Booking
2015	7.905	19.147	4.597	2.971
2016	11.664	15.158	3.408	1.421
2017	8.963	15.154	2.441	1.538

(Source: Sales and Marketing Department).

As a distribution channel, contribution of travel agent toward room occupancy of Four Points by Sheraton Bali Seminyak fluctuated differently every year. Travel agent has a potential strength to become a distribution channel with the highest contribution if compared with other distribution channel.

Table 1 shows average contribution of offline travel agent on 2015 to 2017 by 9.853 and online travel agent by 16.630. Although the level of contribution is dominated by online travel agent, but the contribution of offline travel agent has a major effect toward room occupancy of Four Points by Sheraton Bali Seminyak.

Accordingly, to know the level of contribution to hotel’s room occupancy and to know who has a highest level of contribution from each travel agent, therefor do this research about contribution of offline and online travel agent toward room occupancy of Four Points by Sheraton Bali Seminyak.

LITERATURE REVIEWS

Hotel, according to SK Menparpostel number: KM 34/HK/103/MPPT-87 in Putri (2016; 1), is a type of accommodation that use a part or all of its buildings to provide accommodation services, food and drink, and other public services. Commercially managed and comply with the requirements set by government's decisions.

Travel agent is a travel agency that sells tourism service such as transportation, lodging, travel document arrangement and includes vacation activities for individuals and groups planning trips. Hanief and Pramana (2017 ; 55). Currently travel agents or travel agents can be grouped into two namely offline travel agent and online travel agent. The contribution made by offline and online travel agent as known as affiliate marketing. It is a Business system by paying someone's service when sell the product of hotel or company used internet.

According to sugiarto (2004; 55) room occupancy is the state which how far the number of rooms sold when compared with rooms that can be sold. Oka. A. Yoeti (2009; 55) said the rate or room rate, competition, and demand greatly affect to sale of room. According to Peter Franz Renner in Sugiarto (2011: 52) the reservation for the hotel is a reservation made some time before, obtained by various sources and by various reservation methods to ensure that guests get a room at check in.

RESEARCH METHOD

The research conduted at Four Points by Sheraton Bali seminyak. The research using statistic descriptive analysis. Data was collect by observation, interview, and dokumentation. Data on this research is room night production of Four Points by Sheraton Bali Seminyak Hotel's distribution channel. This research using Microsoft Excel for analysis.

RESULTS AND DISSCUSION

Four Points by Sheraton Bali Seminyak is the one of international hotel's brand under Marriott International Management. Four points by Sheraton Bali Seminyak is four star hotel located at Petitenget street Gg. Cendrawasih No. 99DS, Seminyak. It has 121 rooms with various categories such as Deluxe Room, Deluxe Pool View, Deluxe Pool

Access, Junior Suite and Vasanti Suite. PT. Dewi Tirta Sejahtera owns Four Points by Sheraton Bali Seminyak Hotel, owned by Danie Kurniawan Sigianto.

Offline travel agent is business partners that belong to retail business and wholesaler. Each offline travel agent has a Different contract rate agreement and special offer agreement to do sell and promotion and also has a different market with different customer's behavior. Online travel agent is business partner that grouped into B2B. B2B is Commercial business methods that do by entrepreneur using online communication with the same goals. Agoda.com, Expedia, Booking.com and HotelBed are business partner of Four Points by Sheraton Bali Seminyak that do direct sell and promotion to customer by online communication using the internet and website. They have their own market, benefit and features for customer. It made the contribution of both travel agent is different with each other depend of their market, features, benefit, rate and special offer that offer by hotel to agent.

Table 2
 Offline travel agent's contribution on 2015.

<i>Coorendon</i>		<i>Flight Center</i>		<i>GTA</i>		<i>Thomas Cook</i>	
Mean	361,3333333	Mean	71,75	Mean	34,83333333	Mean	34,83333333
Standard Error	18,75493201	Standard Error	8,902778763	Standard Error	8,748881602	Standard Error	8,504752088
Median	365	Median	70	Median	29	Median	26
Mode	337	Mode	#N/A	Mode	36	Mode	9
Standard Deviat	64,96899027	Standard Deviat	30,84013029	Standard Deviat	30,30701489	Standard Deviat	29,46132544
Sample Variance	4220,969697	Sample Variance	951,1136364	Sample Variance	918,5151515	Sample Variance	867,969697
Kurtosis	-1,077612744	Kurtosis	1,971579516	Kurtosis	1,620529682	Kurtosis	2,461832529
Skewness	-0,117954391	Skewness	1,011220259	Skewness	1,326696205	Skewness	1,702901348
Range	200	Range	116	Range	105	Range	97
Minimum	262	Minimum	29	Minimum	1	Minimum	9
Maximum	462	Maximum	145	Maximum	106	Maximum	106
Sum	4336	Sum	861	Sum	418	Sum	418

(Source: result of data analysis using Microsoft Excel, 2018).

Table 2 shows the contribution of offline travel agent by 2015, based on above table the mean of contribution of each travel agent has a different result. The table shows coorendon has a mean of contribution by 361,33 it is meaning the average contribution of Coorendon toward room occupancy by 12,90%, from 75,9% occupancy. Flight Center has a mean by 71,75 it is meaning the average contribution of Flight center toward room occupancy by 2,56% from 75,9% occupancy. GTA has mean by 34,83 it is meaning the average contribution of GTA to room occupancy by 1,24% from 75,9% occupancy.

Thomas Cook has mean by 34,83 it is meaning the average contribution of Thomas Cook to room occupancy by 1,24% from 75,9% occupancy.

Table 3
Offline travel agent's contribution on 2016.

<i>Coorendon</i>		<i>Flight Center</i>		<i>GTA</i>		<i>Thomas Cook</i>	
Mean	389,0833333	Mean	88,5	Mean	134,5	Mean	15,83333333
Standard Error	26,2009884	Standard Error	10,07208865	Standard Error	12,42340167	Standard Error	3,682129928
Median	396,5	Median	94,5	Median	130	Median	11,5
Mode	#N/A	Mode	#N/A	Mode	#N/A	Mode	11
Standard Deviat	90,76288622	Standard Deviat	34,89073855	Standard Deviat	43,0359258	Standard Deviat	12,75527223
Sample Variance	8237,901515	Sample Variance	1217,363636	Sample Variance	1852,090909	Sample Variance	162,6969697
Kurtosis	-0,111490258	Kurtosis	-1,124912438	Kurtosis	2,727063114	Kurtosis	3,660031469
Skewness	-0,087591184	Skewness	-0,379061015	Skewness	1,289879921	Skewness	1,758963545
Range	319	Range	103	Range	164	Range	47
Minimum	217	Minimum	34	Minimum	77	Minimum	2
Maximum	536	Maximum	137	Maximum	241	Maximum	49
Sum	4669	Sum	1062	Sum	1614	Sum	190

(Source: Result of data analysis using Microsoft Excel, 2018).

Table 3 shows the contribution of offline travel agent by 2016, based on above table the mean of contribution of each travel agent has a different result. The table shows coorendon has a mean of contribution by 389,08 it is meaning the average contribution of Coorendon toward room occupancy by 13,57%, from 77,7% occupancy. Flight Center has a mean by 88,5 it is meaning the average contribution of Flight center toward room occupancy by 3,08% from 77,7% occupancy. GTA has mean by 134,5 it is meaning the average contribution of GTA to room occupancy by 4,69% from 77,7% occupancy. Thomas Cook has mean by 15,83 it is meaning the average contribution of Thomas Cook to room occupancy by 0,55% from 77,7% occupancy.

Table 4
Offline travel agent's contribution on 2017

<i>Coorendon</i>		<i>Flight Center</i>		<i>GTA</i>		<i>Thomas Cook</i>	
Mean	278,25	Mean	124,6666667	Mean	83,5	Mean	30,33333333
Standard Error	46,63837752	Standard Error	18,95142648	Standard Error	7,335571284	Standard Error	5,014121473
Median	261	Median	106,5	Median	71,5	Median	24
Mode	#N/A	Mode	#N/A	Mode	71	Mode	22
Standard Deviat	161,5600789	Standard Deviat	65,64966708	Standard Deviat	25,41116433	Standard Deviat	17,36942629
Sample Variance	26101,65909	Sample Variance	4309,878788	Sample Variance	645,7272727	Sample Variance	301,6969697
Kurtosis	-0,888473534	Kurtosis	-0,925287961	Kurtosis	-0,033221727	Kurtosis	-1,166887572
Skewness	0,457805638	Skewness	0,527911827	Skewness	1,199099145	Skewness	0,546648907
Range	497	Range	194	Range	76	Range	49
Minimum	54	Minimum	40	Minimum	58	Minimum	9
Maximum	551	Maximum	234	Maximum	134	Maximum	58
Sum	3339	Sum	1496	Sum	1002	Sum	364

(Source: Result of data analysis using Microsoft Excel, 2018).

Table 4 shows the contribution of offline travel agent by 2017, based on above table the mean of contribution of each travel agent has a different result. The table shows Coorendon has a mean of contribution by 278,25 it is meaning the average contribution of Coorendon toward room occupancy by 11,24%, from 67,9% occupancy. Flight Center has a mean by 124,66 it is meaning the average contribution of Flight center toward room occupancy by 5,03% from 67,9% occupancy. GTA has mean by 83,5 it is meaning the average contribution of GTA to room occupancy by 3,37% from 67,9% occupancy. Thomas Cook has mean by 30,33 it is meaning the average contribution of Thomas Cook to room occupancy by 1,22% from 67,9% occupancy.

Table 5
 Online travel agent contribution by 2015

<i>Agoda.Com</i>		<i>Booking.com</i>		<i>Expedia</i>		<i>HotelBed</i>	
Mean	303,6666666666	Mean	352,75	Mean	651	Mean	87,75
Standard Error	22,4766994953	Standard Error	17,0525591254	Standard Error	46,50904115428	Standard Error	7,742175913707
Median	307	Median	359	Median	667	Median	82
Mode	380	Mode	#N/A	Mode	#N/A	Mode	75
Standard Devia	77,8615710246	Standard Devia	59,0717976087	Standard Deviat	161,1120445810	Standard Deviat	26,81968408735
Sample Variance	6062,42424242	Sample Variance	3489,47727272	Sample Variance	25957,09090909	Sample Variance	719,2954545454
Kurtosis	0,276619216014	Kurtosis	-0,24913370604	Kurtosis	2,155666926914	Kurtosis	-0,89736536329
Skewness	-0,52101175750	Skewness	-0,09543821417	Skewness	-1,164471269880	Skewness	0,348985099946
Range	279	Range	210	Range	588	Range	82
Minimum	146	Minimum	249	Minimum	265	Minimum	50
Maximum	425	Maximum	459	Maximum	853	Maximum	132
Sum	3644	Sum	4233	Sum	7812	Sum	1053

(Source: result of data analysis using Microsoft Excel, 2018).

Table 5 shows the contribution of offline travel agent by 2015, based on above table the mean of contribution of each travel agent has a different result. The table shows Agoda.com has a mean of contribution by 303,66 it is meaning the average contribution of Agoda.com toward room occupancy by 10,84%, from 75,9% occupancy. Booking.com has a mean by 352,75 it is meaning the average contribution of Booking.com toward room occupancy by 12,60% from 75,9% occupancy. Expedia has mean by 651 it is meaning the average contribution of Expedia to room occupancy by 23.25% from 75,9% occupancy. HotelBed has mean by 87,75 it is meaning the average contribution of HotelBed to room occupancy by 3,13% from 75,9% occupancy.

Table 6
Online travel agent contribution by 2016

<i>Agoda.com</i>		<i>Booking.com</i>		<i>Expedia</i>		<i>HotelBed</i>	
Mean	288,6666666666	Mean	448,5	Mean	599,6666666666	Mean	88
Standard Error	23,8439793980	Standard Error	32,9330128189	Standard Error	25,70412457567	Standard Error	4,434711565216
Median	253,5	Median	473	Median	613,5	Median	90
Mode	248	Mode	#N/A	Mode	#N/A	Mode	63
Standard Deviat	82,5979675441	Standard Deviat	114,083302897	Standard Deviat	89,04169945831	Standard Deviat	15,36229149573
Sample Varianc	6822,42424242	Sample Varianc	13015	Sample Varianc	7928,424242424	Sample Varianc	236
Kurtosis	-1,55457178325	Kurtosis	-1,45909243835	Kurtosis	-1,12948064775	Kurtosis	-0,22084650004
Skewness	0,29926234430	Skewness	-0,30214369362	Skewness	0,032336779605	Skewness	-0,33128965560
Range	233	Range	325	Range	275	Range	51
Minimum	176	Minimum	262	Minimum	474	Minimum	63
Maximum	409	Maximum	587	Maximum	749	Maximum	114
Sum	3464	Sum	5382	Sum	7196	Sum	1056

(Source: result of data analysis using Microsoft Excel, 2018).

Table 6 shows the contribution of offline travel agent by 2015, based on above table the mean of contribution of each travel agent has a different result. The table shows Agoda.com has a mean of contribution by 288,66 it is meaning the average contribution of Agoda.com toward room occupancy by 10,07%, from 77,7% occupancy. Booking.com has a mean by 448,5 it is meaning the average contribution of Booking.com toward room occupancy by 15,65% from 77,7% occupancy. Expedia has mean by 599,66 it is meaning the average contribution of Expedia to room occupancy by 19,52% from 77,7% occupancy. HotelBed has mean by 88 it is meaning the average contribution of HotelBed to room occupancy by 3,07% from 77,7% occupancy.

Table 7
Online Travel Agent Contribution by 2017

<i>Agoda.com</i>		<i>Booking.com</i>		<i>Expedia</i>		<i>HotelBed</i>	
Mean	143,75	Mean	417,75	Mean	470,5833333333	Mean	67,3333333333
Standard Error	10,7238935997	Standard Error	45,4504600436	Standard Error	48,13419661569	Standard Error	13,62725284868
Median	137	Median	457	Median	520,5	Median	61,5
Mode	137	Mode	491	Mode	#N/A	Mode	#N/A
Standard Deviat	37,1486571395	Standard Deviat	157,445012046	Standard Deviat	166,7417482397	Standard Deviat	47,20618860302
Sample Varianc	1380,02272727	Sample Varianc	24788,93181818	Sample Varianc	27802,81060606	Sample Varianc	2228,424242424
Kurtosis	0,42225219874	Kurtosis	-1,48894012092	Kurtosis	-1,19778939963	Kurtosis	-0,72815303543
Skewness	-0,29514861659	Skewness	-0,01566770725	Skewness	-0,50609050019	Skewness	0,672756132530
Range	138	Range	444	Range	475	Range	144
Minimum	68	Minimum	199	Minimum	218	Minimum	10
Maximum	206	Maximum	643	Maximum	693	Maximum	154
Sum	1725	Sum	5013	Sum	5647	Sum	808

(Source: result of data analysis using Microsoft Excel, 2018).

Table 7 shows the contribution of offline travel agent by 2015, based on above table the mean of contribution of each travel agent has a different result. The table shows Agoda.com has a mean of contribution by 143,75 it is meaning the average contribution of Agoda.com toward room occupancy by 5,80%, from 67,9% occupancy. Booking.com has a mean by 509,16 it is meaning the average contribution of Booking.com toward room occupancy by 16,87% from 67,9% occupancy. Expedia has mean by 544,58 it is meaning the average contribution of Expedia toward room occupancy by 19,01% from 67,9% occupancy. HotelBed has mean by 67,33 it is meaning the average contribution of HotelBed to room occupancy by 2,71% from 64,9% occupancy.

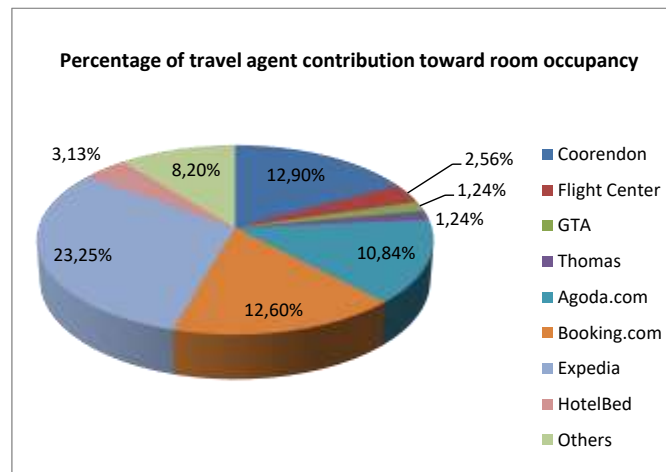


Figure 1
 (Source: result of data analysis using Microsoft Excel, 2018).

Based on figure 1, the highest contribution toward room occupancy of Four Points by Sheraton Bali Seminyak on 2015 of offline travel agent is Coorendon with average contribution by 361,33 with percentage by 12,90% and for online travel agent is Expedia by average contribution by 651 with percentage 23,25%.

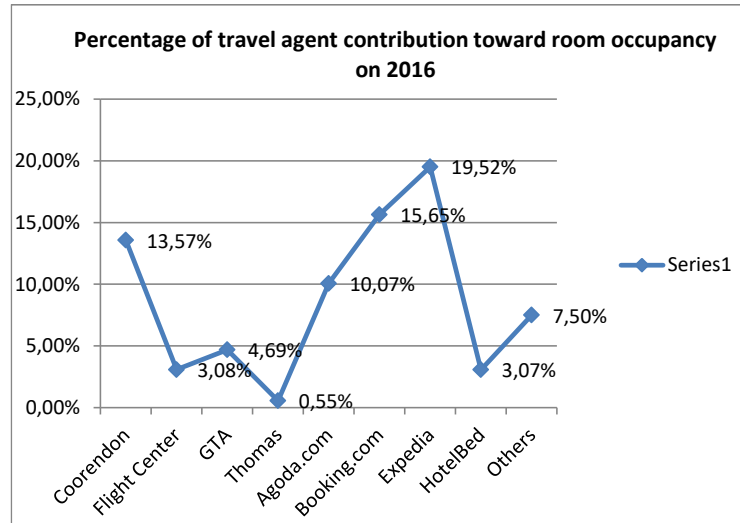


Figure 2
 (Source: result of data analysis using Microsoft Excel, 2018).

Based on above picture, the highest contribution toward room occupancy of Four Points by Sheraton Bali Seminyak on 2016 of offline travel agent is Coorendon with average contribution by 389,08 with percentage by 13,57% and for online travel agent is Expedia by average contribution by 599,66 with percentage 19,52%.

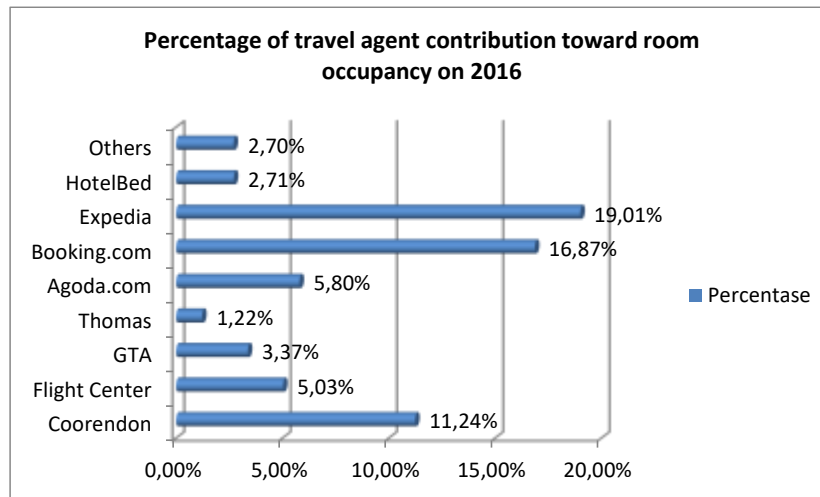


Figure 3
 (Source: result of data analysis using Microsoft Excel, 2018).

Based on above picture, the highest contribution toward room occupancy of Four Points by Sheraton Bali Seminyak on 2017 of offline travel agent is Coorendon with

average contribution by 278,28 with percentage by 11,24% and for online travel agent is Expedia by average contribution by 470,58 with percentage 19,01%.

CONCLUSION

Based on the discussion and the results of the research in the previous chapter, it can be concluded that the offline and online travel agent has been distribution channel with highest contribution to Four Points by Sheraton Bali Seminyak on 2015-2017. Contribution of travel agent such as coorendon by 37,71% flight center by 10,67% GTA by 9,3% Thomas Cook by 3,01% Agoda.com by 26,35 Booking.com by 45,18% Expedia by 61,78% and HotelBed by 8,21%. The highest contribution of travel agent by 2015-2017 dominated by online travel agent, it is Expedia with total contribution by 61,78% and offline travel agent dominated by Coorendon with total contribution by 37,71.

There are travel agents with low contribution such as HotelBed, Thomas Cook, and GTA. Hotel should keep the great relationship with their partner and make a new contract rate agreement to increase their contribution. And also offer the special package for their market.

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