CONTRIBUTION ANALYSIS OF INDIRECT RESERVATION SOURCES TO THE ROOM OCCUPANCY AT FOUR POINTS BY SHERATON BALI, KUTA

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ABSTRACT

This research was conducted to analyze the contribution of indirect reservation sources at Four Points by Sheraton Bali, Kuta. The purpose of this research are to find out the source of reservation, how the indirect reservation sources influence room occupancy, and how the contribution of indirect reservation sources (wholesaler and online travel agent) is at Four Points by Sheraton Bali, Kuta. The data of this research are the reservation contribution and room occupancy for 36 months within period of 2016-2018. The data analysis technique of this research is quantitative analysis to find the effect of indirect reservation sources on room occupancy, also qualitative analysis in the form of quantitative descriptive to interpret numerical data and qualitative descriptive to interpret word information data. This study resulting that the sources of indirect reservation are wholesaler and online travel agent. The results shows that wholesaler has a moderate influence (0,467) and online travel agent has a strong influence (0,685) towards room occupancy partially, however they have a very strong influence (0,849) simultaneously. This study also resulting that indirect reservations (wholesalers and online travel agent) are the major contributors toward room occupancy at Four Points by Sheraton Bali, Kuta with an average of 3,035 nights in 2016, 2,668 nights in 2017, and 3,015 nights in 2018.

Keywords: Indirect reservation, wholesaler, online travel agent, contribution, room occupancy.

INTRODUCTION

Hotel is an accommodation service that prioritize the guest convenience and employee hospitality. The quality of service determine the financial benefits and competing advantages to the company. One of the factors of that may guarantee the guest convenience is the ease of room reservation. Room reservation mostly used in payment system. A guest that reserve a room will do the payment after the reservation (Hidayatun, et al, 2017:57).

There are two ways the hotel product may reach the prospective customer namely direct and indirect distribution channel (Failte, 2012:34). Direct reservation likely through a property website, telephone or email is when a product goes directly from the property to the prospective customer, whereas the indirect reservation where is the third parties involve within the distribution likely online travel agent or Global Distribution System (West, 2015:16).

Direct reservation related to the direct distribution. This a condition of a product is purchased by consumer directly from the properties or hotel without any other party involvement during process (Duryee, 2001). The competition is unavoidable; a study shows that a lower percentage of booking made directly to the hotel compared to the third parties (Zhong et al 2014:344). According to Ang et al (2006:83), customer loyalty is vital to sustain a competitive advantage. The prospective customer think that third party provides lower rates for hotel accommodation that hotel establishment rate.

One of the hotel properties that distribute the product on both channel is Four Points by Sheraton Bali, Kuta. This property offers 185 ready occupied rooms with five various typical of rooms. The lowest category is Deluxe Pool View, then following by Deluxe Lagoon View, Deluxe Lagoon Access, Leisure Suite, and Family Suite.

Indirect reservation sources is the reservation distribution that contribute a lot to the reservation of Four Points by Sheraton Bali, Kuta. Online Travel Agent as the indirect sources of reservation tries to attract the market using the ease of information technology nowadays through the internet. While the number of internet users worldwide is constantly growing and reaches 1.7 billion, the diffusion of information technologies has improved the offer of tourist services in terms of efficiency, quality and flexibility. In a global travel market estimated at roughly $850 billion, $216 billion, or 25%, is booked online in the U.S., Western Europe and Asia Pacific, so more than half a trillion dollars in global travel sales is still waiting to be booked online (Crnojevac et al, 2010:41).

Supervising and evaluating the indirect channels is very important for Four Points by Sheraton Bali, Kuta due to the property rely on them to ensure the room occupancy still high. One primary points that able to be the reference to evaluate the channels is

their contribution of room night to the property. Referring to the figure previously, we able to interpret that indirect reservation sources averagely mostly has the bigger number of contribution rather than the direct distribution. On some periods, the researcher realize that indirect reservation source contributes almost twice of the direct reservation does and it is something interesting to be researched.

Based on the previous explanation, therefore the purpose of this research are to find out the source of reservation sources of the hotel especially the indirect reservation sources, to find out the influence of indirect reservation sources (wholesaler and online travel agent) toward room occupancy hotel and to find out the contribution of indirect reservation sources toward room occupancy hotel.

METHODOLOGY

This research took place in Sales and Marketing department at Four Points by Sheraton Bali, Kuta, that is conducted for the period of 6 months starting from 24th December 2019 until 24thJune 2019. The independent variable (X) in this research are the contribution wholesaler (X1) and Online Travel Agent (X2) to the room occupancy at Four Points by Sheraton Bali, Kuta. The dependent variable (Y) in this research is the room occupancy at Four Points by Sheraton Bali, Kuta. All of the variables in this research is measured by room night.

The qualitative data in this research are the general information about Four Points by Sheraton Bali Kuta e.g. amenities and facilities, the organization of Sales & Marketing Department, and the result of the interview regarding indirect reservation with Director of Sales and Marketing. The quantitative data in this research are the number of contribution from indirect reservation sources to the room occupancy at Four Point by Sheraton Bali Kuta within period of 2016-2018. While the source of data in this research are Primary data source is the data sources that give data directly to the data collectors. The primary data acquired in this research is the interview result with Director of Sales and Marketing regarding the reservation sources at Four Points by Sheraton Bali, Kuta and secondary data sources as the data sources that does not give data directly to data collectors e.g. from other parties or by document. The secondary data that will be

conducted in this research are the contribution from indirect reservation sources and the room occupancy at Four Point by Sheraton Bali, Kuta on the past three years, history and facilities of Four Points by Sheraton Bali, Kuta.

The data in this research was collected through some method such as: Interview, which in a research is done by recording the answer of question submitted to the respondent (Creswell, 2012). In this research, the interview is done with Director of Sales and Marketing regarding the sources of indirect reservation at Four Points by Sheraton Bali, Kuta; observation as a data collecting method toward a research object directly or indirectly to acquire the data required in this research (Satori &Komariah, 2017:105). In this research, the data collecting through observation done by direct observation to incoming reservation inquiry at Four Points by Sheraton Bali, Kuta; and documentation as a record of a passed event. The form of documentation can be in a text, images, or monumental works of a person. The documentations in this research are the specific information and history of Four Points by Sheraton Bali Kuta (Sugiyono, 2015:396).

Data analysis technique that are used in this research are Quantitative analysis technique. The data in quantitative research could be completed using the special software to analyze the data named Statistical Product and Service Solutions (SPSS). The data processed using the following analysis technique: normality test, heteroscedasticity test, multicollinearity test, partially correlation analysis, t-test, multiplied correlation analysis, coefficient determination analysis, F-test and multiple regression analysis.

In addition, this research also uses qualitative analysis as a data analysis technique by interpreting the data collected through the explanations. This analysis technique uses two methods as below details: Quantitative Descriptive method is applied to describe the data in form of numbers collected as the result of quantifying the qualitative data collected through research instrument and data analysis of quantitative. Quantitative data in this research is the data contribution of indirect reservation sources and the room occupancy at Four Points by Sheraton Bali, Kuta. Qualitative Descriptive is the data analysis technique using descriptive data in form of word or written to obtain

the image of researched problems systematically. In this research, descriptive analysis technique applied to interpret the data collected from interview and observation reservation sources at Four Points by Sheraton Bali, Kuta.

FINDING AND DISCUSSION

This research find out the influence of indirect reservation sources to the room occupancy at Four Points by Sheraton Bali, Kuta in this research would be examined through some test of quantitative analysis and interpreted using descriptive quantitative technique. The first test that would be used for the data in this research is normality test. The result of Normality test of the data in this research is described as table 1.

Table 1. The Result of Normality Test

Description	Unstandardized Residual
Kolmogorov-Smirnov Z	0,602
Assymp. Sig. (2-tailed)	0,862

Source: Research Data (Processed), 2019

Based on the table 4.1, it shows the significance value is at 0,862 in condition that the value is higher than the alpha rate at 0,05 (0,862 > 0,05). Referring to this result, the researcher can conclude if the residual of the regression model in this research has been distributed normally. The test continued by multicollinearity test with the result as table 2.

Table 2.Correlation Coefficient of Independent Variables Wholesaler (X_1) and Online Travel Agent (X_2)

Variable	Wholesaler	Online Travel Agent
Wholesaler (X_1)	1,000	0,575
Online Travel Agent (X_2)	0,575	1,000

Source: Research Data (Processed), 2019

Based on the table 4.2, it shows the coefficient rate of Wholesaler and Online Travel Agent is at 0,575 in condition that this coefficient rate is lower than 0,6 (r < 0,6). Referring to this result, the researcher can conclude that there is no multicollinearity symptom happen in this research. After this multicollinearity test, the data analyzed through heteroscedasticity test using Glejser test that is resulting as table 3 below.

Table 3. The Result of Heteroscedasticity Test

Model	Significance
Wholesaler (X_1)	0,785
Online Travel Agent (X_2)	0,303

Source: Research Data (Processed), 2019

Based on the table 4.3, it shows the significance rate is at 0,785 for variable wholesaler and at 0,303 for variable online travel agent. Referring to this research, the researcher can conclude that this research has no any concerns relating to the heteroscedasticity due to the significance rate of both independent variables are higher than 0,05 (X1> 0,05) and (X2> 0,05). This is the last test of classical assumption test that is continued with partially test. The first test on this type is Partially correlation analysis which the calculation of correlation analysis partially utilizing SPSS 17 resulting the information that is described as table 4 below.

Table 4. The Result of Partially Correlation Analysis

Dependent Variable	Wholesaler	Partially Correlation (r)
Room Occupancy (Y)	Wholesaler (X_1)	0,467
	Online Travel Agent (X_2)	0,685

Source: Research Data (Processed), 2019

Based on the table 4, it shows that the value of correlation coefficient partially of wholesaler and room occupancy is at 0,467; in condition, online travel agent as the controlled variable or make the value keep stagnant. This result indicate that the contribution of wholesaler has a moderate positive correlation to the room occupancy at Four Points by Sheraton Bali, Kuta. In addition, the value of correlation coefficient

partially of online travel agent and room occupancy is at 0,685; in condition, wholesaler as the controlled variable or make the value keep stagnant. This result indicate that the contribution of online travel agent has a strong positive correlation to the room occupancy at Four Points by Sheraton Bali, Kuta. The influence of each independent variables toward the dependent variable could be verified through the value of t-Count by utilizing the software of SPSS 17 and compared to the t-Table. This research based on the credence rate at 95%, alpha value at 5% and degree of freedom (Df) = n-k-1 = 36-2-1 = 33 (n is the number of data, k is the number of independent variable). The value of t-Table is at 2,035 and can be found in table T attached as appendix 10 with two sided test (significance = 0,05). The result of T-Test in this research is described as table 5 below.

Table 5. The Result of t–Test

Model	t_{Count}	t_{Table}
Wholesaler (X_1)	3,034	2,035
Online Travel Agent (X_2)	5,405	2,035

Source: Research Data (Processed), 2019

Based on the table 4.5, the value of t-Count and the t-Table would be compared to verify the influence of wholesaler and online travel agent partially toward room occupancy at Four Points by Sheraton Bali, Kuta. The analysis would be interpreted as following details: The influence of wholesaler contribution toward the room occupancy at Four Points by Sheraton Bali, Kuta. To interpret the result acquired, the researcher makes two hypothesizes if the contribution of wholesaler partially does not affect toward the room occupancy (Ho) and the contribution of wholesaler partially affect the room occupancy (Ha). The contribution of wholesaler partially does not affect the room occupancy in condition if t-Count< t-Table, otherwise the contribution of wholesaler partially affect the room occupancy if t-Count> t-Table. Based on the table 4.5, it shows the value of t-Count is at 3,034 and the t-Table at 2,035 that means if the value of t-Count is more than the value of t-Table. Referring to this condition, the researcher

conclude that the contribution of wholesaler partially affects the room occupancy at Four Points by Sheraton Bali, Kuta significantly.

In addition, the influence of online travel agent contribution toward the room occupancy at Four Points by Sheraton Bali, Kuta. To interpret the result acquired, the researcher makes two hypothesizes if the contribution of online travel agent partially does not affect toward the room occupancy (Ho) and the contribution of online travel agent partially affect the room occupancy (Ha). The contribution of online travel agent partially does not affect the room occupancy in condition if t-Count< t-Table, otherwise the contribution of online travel agent partially affect the room occupancy if t-Count> t-Table. Based on the table 4.5, it shows the value of t-Count is at 5,405 and the t-Table at 2,035 that means if the value of t-Count is more than the value of t-Table. Referring to this condition, the researcher conclude that the contribution of online travel agent partially affects the room occupancy at Four Points by Sheraton Bali, Kuta significantly.

The last test is about the simultaneously analysis, in this type of analysis there would be some analysis that would be pass through for the data. The first is multiple correlation analysis. The result of multiple correlation analysis in this research utilizing the software of SPSS 17. The result of multiple correlation analysis is described as table 6 below.

Table 6. The Result of Multiple Correlation Analysis

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0,849[a]	0,722	0,705	473,902

Source: Research Data (Processed), 2019

Based on the table 4.6, it shows that the value of R is at 0,849. The positive value of R indicates the positive correlation exist in this research. Furthermore, the interpretation of this result referring the criteria of table 3.2, the value in of R is at 0,849 among 0,600 – 0,799. The researcher can conclude that, simultaneously the contribution of wholesaler and online travel agent have a very strong positive correlation toward the room occupancy at Four Points by Sheraton Bali, Kuta. About coefficient determination analysis the researched acquires the value of R square (R2) is at 0,722 that would be used to do calculation of coefficient determination as D = R2 x 100% =

0,722 x 100% = 72,2%. This result indicating that the contribution of wholesaler and online travel agent simultaneously affecting room occupancy at Four Points by Sheraton Bali, Kuta at 72,2% and the leftovers at 27,8% affected by the contribution of the other reservation sources that is not researched in this research. Referring to the interpretation guidelines of coefficient determination, the result of coefficient determination of this research is at 72,2% between 60% - 70,9%. The researcher can conclude that the contribution of wholesaler and online travel agent have a strong influence toward the room occupancy at Four Points by Sheraton Bali, Kuta. Regarding the F-test, the influence of all variables simultaneously can be verified through the value of F-count that is described as table 7 and attached as appendix 9. The degree of freedom in this research is at 95%, with the value of alpha is at 5%, regarding the degree of freedom numerator is counted as $k - 1 = 3 - 1 = 2$ and the degree of freedom denominator is counted as $n - k = 36 - 3 = 33$ (k = the number of variable, n = the number of data).

Table 7. The Result of F-Test

Model	F_{Count}	F_{Table}
1	42,761	3,28

Source: Research Data (Processed), 2019

Based on the table 7, the value of F-Count and the F-Table would be compared to verify the influence of wholesaler and online travel agent simultaneously toward room occupancy at Four Points by Sheraton Bali, Kuta. To interpret the result acquired, the researcher makes two hypothesizes if the contribution of wholesaler and online travel agent simultaneously does not affect toward the room occupancy (Ho) and the contribution of wholesaler and online travel agent simultaneously affect the room occupancy (Ha). The contribution of wholesaler and online travel agent partially does not affect the room occupancy in condition if F-Count< F-Table, otherwise the contribution of wholesaler and online travel agent partially affect the room occupancy if F-Count> F-Table. Based on the table 7, it shows the value of F-Count is at 42,761 and the F-Table at 3,28 that means if the value of F-Count is more than the value of F-Table. Referring to this condition, the researcher conclude that the contribution of

wholesaler and online travel agent simultaneously affects the room occupancy at Four Points by Sheraton Bali, Kuta significantly. Lastly is to create the regression model using multiple regression analysis. This analysis is required to identify the influence significance of wholesaler and online travel agent toward room occupancy at Four Points by Sheraton Bali, Kuta. The data required to do analysis of multiple regression is described as table 8 below.

Table 8. The Result of Multiple Regression Analysis

Model	B
Constant	1.589,308
Wholesaler (X_1)	0,671
Online Travel Agent (X_2)	1,227

Source: Research Data (Processed), 2019

Based on the result of table 8, the calculation for the model of multiple regression in this research is described as following details:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + … + b_nX_n$

$Y = 1.589,308 + 0,671X_1 + 1,227X_2$

Referring to this multiple regression model, the result of this model calculation is described as following details: Constant value at 1.589, 308 determines that the room occupancy at Four Points by Sheraton Bali, Kuta would be 1.589, 308 room nights in condition the value of wholesaler and online contribution is 0. Coefficient value of wholesaler contribution at 0,671 determines that the room occupancy at Four Points by Sheraton Bali, Kuta would increase at 0,671 room night if the contribution of online travel agent keep stagnant within period 2016-2018. If the contribution of wholesaler increasing by 1 room night, the room occupancy at Four Points by Sheraton Bali, Kuta would increase at 0,671 room night, otherwise if the contribution of wholesaler decreasing by 1 room night, the room occupancy at Four Points by Sheraton Bali, Kuta would decrease at 0,671 room night within period of 2016-2018.Coefficient value of online travel agent contribution at 1,227 determines that the room occupancy at Four Points by Sheraton Bali, Kuta would increase at 1,227 room nights if the contribution of wholesaler keep stagnant within period 2016-2018. If the contribution of online travel

agent increasing by 1 room night, the room occupancy at Four Points by Sheraton Bali, Kuta would increase at 1,227 room nights, otherwise if the contribution of online travel agent decreasing by 1 unit, the room occupancy at Four Points by Sheraton Bali, Kuta would decrease at 1,227 room nights within period 2016-2018.

Regarding the contribution of indirect reservation sources to the room occupancy, in 2016 it is fluctuate and the reservation mostly contributed by indirect reservation in average at 2.005 room nights (38,7%) from wholesaler and at 1.030 room nights (19,4%) from online travel agent at room occupancy rate at 75,0% in average. In 2017 is fluctuate. Again the reservation mostly contributed by indirect reservation in average at 1.473 room nights (25,7%) from wholesaler and at 1.196 room nights (20,8%) from online travel agent with room occupancy rate at 70,0% in average. In 2018 lastly the reservation mostly contributed by indirect reservation in average at 1.784 room nights (32,9%) from wholesaler and at 1.231 room nights (22,6%) from online travel agent with room occupancy rate at 85,2% in average.

The increasing and decreasing of reservation at Four Points by Sheraton Bali, Kuta is influenced by some factors and the market shares is one of the most influencing factors. The major contributors in a market share would bring a big impact to the room occupancy, due to they contribute more than the other market. The major contributor of Four Points by Sheraton Bali, Kuta is provided as below table 9.

Table 9. Top 5 Major Contributor by Market Share Four Points by Sheraton Bali, Kuta in 2016-2018

Marketshare	Years					
	2016		2017		2018	
	Room Night	Percentage	Room Night	Percentage	Room Night	Percentage
Australia	19.941	42,63%	19.539	40,54%	26.722	48,14%
Indonesia	4.735	10,12%	4.337	9,00%	5.188	9,35%
China	2.525	5,40%	3.190	6,62%	3.013	5,43%
India	2.473	5,29%	2.791	5,79%	3.291	5,93%
Others	17.100	36,56%	18.343	38,06%	17.294	31,16%

Source: Research data (processed), 2019

Referring to table 4.9, 4.10, and 4.11, the researcher conclude that the significant increase of reservation especially indirect reservation (wholesaler and online travel agent is happened on July and August within period of 2016-2018.   This phenomenon influenced by the contribution of the major contributors by market share as table 4.12. Based on the data collected through interview, it is resulting that the factor causing this phenomenon based on the major contributors by market share are: The Season of Origin, season affects the guest to do travelling abroad, the season on July until August motivate the guest to visit Bali as destination. In this case, this period is a winter season in Australia and this period is a perfect time to travel to Bali to find the warm during winter season in their origin. In China and India, it is the summer season where a lot people got their holiday that is used to travel. In Indonesia this period is when the student got their holiday, that is the reason if the guest from Indonesia mostly stay with family at Four Points by Sheraton Bali, Kuta; hotel rate, July until August is the high season of Four Points by Sheraton Bali, Kuta, that normally the room rate would be increase in this period. Although the room rate increase, Four Points by Sheraton Bali, Kuta able to provide a competitive rate to the wholesaler and online travel agent as the major reservation contributor; service quality. Not only in this period but also in al period, service quality has very important role to attract the guest to stay with Four Points by Sheraton Bali, Kuta. July until August as the high season would be the period of high demand where the operational would be work intensely. The ability of Four Points by Sheraton Bali, Kuta to maintain the service quality in all condition also influence the guest to visit this property. To ensure if service quality has an important role could be known from the guest review; distance of origin and destination, July until August as the high season affect the room rate in every hotel increase due to the high demand. The guest absolutely would find the destination that provide a good quality and could offer less expense during trip. Distance is one of the guest consideration for the guest to ensuring the less expense. That is the reason for the guest from Australia to choose Bali as destination option. Mostly the Australia would stay in the area of Kuta due to this place is close to the beach, shopping centre and the airport which will assist

the guest to spend less expense for transportation That is the reason why Australia is the major contributor by market share at Four Point by Sheraton Bali, Kuta.

Based on the finding and discussion previously, the following conclusion can be drawn that. The reservation sources at Four Points by Sheraton Bali, Kuta comes into two major sources those are direct reservation sources and indirect reservation. Direct reservation sources consist of four distribution channels named Free Independent Travelers, Walk-in Guest, Hotel Website, and Marriot Bonvoy Member. While the indirect reservation sources consist of three distribution channels named Retail Travel Agent, Online Travel Agent and Wholesaler. However, this research is focused on the indirect reservation only regarding the contribution of Wholesaler and Online Travel Agent. Regarding the influence of Wholesaler and Online Travel Agent toward room occupancy at Four Points by Sheraton Bali, Kuta. The contribution of wholesaler has a moderate positive influence toward room occupancy at Four Points by Sheraton Bali, Kuta on 2016-2018 at 0,671. It indicates that the increase of wholesaler contribution by one room night would increase the room occupancy at Four Points by Sheraton Bali, Kuta by 0,671 room night. While the contribution of online travel agent has a strong positive influence toward room occupancy at Four Points by Sheraton Bali, Kuta on 206-2018 at 1,227. It indicates that the increase of online travel agent contribution by one room night would increase the room occupancy at Four Points by Sheraton Bali, Kuta by 1,227 room nights. In addition, the contribution of wholesaler and online travel agent simultaneously toward the room reservation at Four Points by Sheraton Bali, Kuta has a very strong positive influence. The result of coefficient determination shows that 72,2% of the room occupancy at Four Points by Sheraton Bali, Kuta on 2016-2018 is contributed by wholesaler and online travel agent which is almost three fourth of the total occupancy, while the leftovers at 27,8% is contributed by the direct reservation sources that is not researched in this research. The contribution of indirect reservation sources averagely in 2016 is at 3.035 room nights (2.005 room nights from wholesaler and 1.030 room nights from online travel agent) or 58,1% from the average room occupancy in this year at 75%. The contribution of indirect reservation sources averagely in 2017 is at 2.668 room nights (1.473 room nights from wholesaler and 1.196

room nights from online travel agent) or 46,5% from the average room occupancy in this year at 70%. The contribution of indirect reservation sources averagely in 2018 is at 3.025 room nights (1.784 room nights from wholesaler and 1.231 room nights from online travel agent) or 55,5% from the average room occupancy in this year at 85,2%. The result shows that the room occupancy at Four Points by Sheraton Bali, Kuta on period 2016-2018 is contributed mostly by indirect reservation sources. However, the contribution of direct reservation sources was also increasing each years averagely.

ACKNOWLEDGEMNET

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