

## **ABSTRACT**

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### **THE EFFECTIVENESS OF IMPLEMENTING ONLINE DISTRIBUTION THROUGH WEBSITE AND ONLINE TRAVEL AGENTS (OTAs) FOR ROOM OCCUPANCY AT THE TRANS RESORT BALI**

(xvi+85 pages; 11 figures; 47 tables; 7 appendixes)

Trans Resort Bali experienced a decline in room occupancy and was suspected due to the effectiveness of online distribution through its website and online travel agents. The aim of this research is to investigate whether the effectiveness of online distribution through websites and online travel agents have a simultaneous influence on room occupancy at the Trans Resort.

Effectiveness of online distribution through websites and online travel agents have an important role in shaping room occupancy. The effectiveness of online distribution through website and online travel agents is highly connected with room occupancy.

In this research, the writer used quantitative research design. The sampling technique used was Snowball sampling. The sample size was 120 customers.

The results of the hypothesis test showed that online distribution through the website and online travel agents (OTAs) have an effect on room occupancy at the Trans Resort Bali at either partial or simultaneous. Furthermore, Online distribution through the website and online travel agents (OTAs) have a 51.4% influence on room occupancy at the Trans Resort. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, linearity, multiple linear regression test and the equation is  $Y = 22.304 + 0.194 X1 + 0.645 X2 + e$ .

Recommendations for the Trans Resort Bali include having a prominent and visible call to action (CTA) such as "order now" or "check availability" to guide user towards the conversion and the need to provide quality, clean and complete facilities.

**Keywords: Effectiveness of Online Distribution Through Website, Online Travel Agents, Room Occupancy**

References: 30 (2018-2022)

## **ABSTRAK**

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### **EFEKTIVITAS PENERAPAN DISTRIBUSI ONLINE MELALUI WEBSITE DAN AGEN PERJALANAN ONLINE (OTA) UNTUK HUNIAN KAMAR DI TRANS RESORT BALI**

*(xvi+85 halaman; 11 gambar; 47 tabel; 7 lampiran)*

*Trans Resort Bali mengalami penurunan okupansi kamar diduga karena efektifitas distribusi online melalui website dan agen perjalanan online. Tujuan dari penelitian ini adalah untuk mengetahui apakah efektifitas distribusi online melalui website dan agen perjalanan online berpengaruh serentak terhadap okupansi kamar di Trans Resort.*

*Efektivitas pendistribusian online melalui website dan agen perjalanan online memiliki peran penting dalam membentuk okupansi kamar. Efektivitas pendistribusian online melalui website dan agen perjalanan online sangat berkaitan dengan okupansi kamar.*

*Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif. Teknik sampling yang digunakan adalah Snowball sampling. Ukuran sampel adalah 120 pelanggan.*

*Hasil uji hipotesis menunjukkan bahwa distribusi online melalui website dan agen perjalanan online (OTA) berpengaruh terhadap okupansi kamar di Trans Resort Bali baik secara parsial maupun serentak. Selanjutnya, distribusi online melalui website dan agen perjalanan online (OTA) berpengaruh sebesar 51,4% terhadap okupansi kamar di Trans Resort. Penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, linearitas, regresi linier berganda dan persamaannya adalah  $Y = 22,304 + 0,194 X1 + 0,645 X2 + e$ .*

*Rekomendasi untuk Trans Resort Bali antara lain memiliki ajakan bertindak (CTA) yang menonjol dan terlihat seperti 'pesan sekarang 'atau' periksa ketersediaan ' untuk memandu pengguna menuju konversi dan perlu menyediakan fasilitas yang berkualitas, bersih, dan lengkap.*

**Kata kunci: Efektifitas Distribusi Online Melalui Website, Travel Agent Online, Hunian Kamar**

**Referensi: 30 (2018-2022)**