

Increasing Room Occupancy Through Online Travel Agent (OTA) at Wana Karsa The Villas Ubud

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Abstract

The development of science and technology has driven rapid progress in communication technology, information systems, and social media, which are increasingly favored by society. This advancement provides convenience in various activities, such as shopping, booking transportation tickets, and making accommodation reservations online. One of the innovations that supports this convenience is the online travel agent (OTA), a digital platform that provides online travel booking services, including tickets and hotel reservations. This study applied a qualitative methodology using data collection techniques such as interviews, documentation, and literature review, involving five staff members at Wana Karsa The Villas Ubud. Data analysis was conducted using a descriptive method through the processing of the collected data. The results of the study indicate that Wana Karsa The Villas Ubud utilizes three OTA platforms: Booking.com, Agoda, and Tiket.com. Among these platforms, Booking.com contributed the highest number of room sales, totaling 1,075 rooms within a six-month period. Meanwhile, Agoda contributed 159 rooms, and Tiket.com contributed 121 rooms. Overall, the total number of rooms sold through OTA platforms reached 1,355 rooms or 68%, while direct sales without OTA platforms accounted for 217 rooms or 11%. The total number of rooms sold during the research period was 1,572 rooms. Therefore, it can be concluded that cooperation with online travel agents (OTAs) plays a significant role in increasing room sales at Wana Karsa The Villas Ubud, contributing 68% of the total sales.

Keywords: Online Travel Agent (OTA), Room Occupancy, Hotel Marketing

INTRODUCTION

The development of technology and information has encouraged changes in consumer behavior in hotel reservations, which are now shifting toward online systems through digital devices such as smartphones. This condition requires players in the hospitality industry to adapt by utilizing technology in their marketing strategies. One of the efforts carried out is establishing cooperation with online travel agent (OTA) platforms such as Booking.com, Agoda, and Tiket.com to increase room sales and reach a wider market.

Digital transformation in the tourism and hospitality industry is a global phenomenon occurring in many countries, including Indonesia. Changes in tourist behavior, which increasingly rely on digital technology to search for information and make reservations, require hotels to adapt to online-based marketing systems. The presence of international online travel agents (OTAs) such as Booking.com and Agoda has significantly changed hotel room distribution patterns, so competition is no longer limited to location but also involves a hotel's ability to build digital visibility and maintain its online reputation.

On the other hand, the use of OTAs also creates various challenges for the hospitality industry. Although OTA platforms are considered effective in increasing market reach and room occupancy rates, a high dependency on these platforms may reduce the number of direct bookings and increase commission costs that hotels must pay. This condition raises debates regarding the long-term effectiveness of OTA usage, particularly concerning the balance between increased occupancy and hotel profitability. Therefore, appropriate digital promotional strategies are needed so that hotels can remain competitive while maintaining business profitability amid increasingly competitive and dynamic industry developments.

Wana Karsa The Villas Ubud is one of the accommodations implementing digital-based promotional strategies to support sales. In addition to using conventional marketing methods, the management also utilizes online platforms as the primary means of communication with consumers. This step was taken in response to the decline in the number of guests making direct bookings, as consumers now prefer making reservations online.

On the other hand, competition in the hospitality industry is becoming increasingly intense along with the growing number of hotels and similar accommodations. Not only in

city centers, but hotel development has also expanded to suburban areas. In fact, many lodgings such as boarding houses have transformed into exclusive accommodations or non-star hotels with increasingly complete facilities. This situation provides consumers with more choices in determining accommodations according to their preferences and budgets.

The increasing number of rooms available in the market has also resulted in stronger competition among hotels in attracting visitors. Therefore, effective promotional strategies are very important to maintain and increase occupancy rates. In this regard, the utilization of OTAs has become one of the strategic solutions for Wana Karsa The Villas Ubud to remain competitive amid the increasingly dynamic industry competition.

Based on the background explanation above, the problem discussed in this study is the implementation of promotional strategies through online platforms in an effort to increase guest interest at Wana Karsa The Villas Ubud. This study was conducted to determine the level of success of promotional strategies through online platforms in increasing visitor interest at Wana Karsa The Villas Ubud.

METHOD

This study employed a qualitative descriptive research design to examine the implementation of Online Travel Agent (OTA)-based promotional strategies in increasing room occupancy at Wana Karsa The Villas Ubud. A qualitative approach was selected because the study aimed to explore the implementation of OTA marketing strategies and their contribution to room sales based on actual operational practices.

The research was conducted at Wana Karsa The Villas Ubud, located on Jl. Raya Pengosekan, Ubud, Gianyar, Bali, Indonesia, during April 2026. The unit of analysis was the hotel's OTA marketing activities, particularly through Booking.com, Agoda, and Tiket.com. The study utilized both primary and secondary data. Primary data were obtained directly from key informants through semi-structured interviews with five hotel staff members who were directly involved in sales, marketing, and OTA management. The interviews explored the OTA platforms used, promotional strategies, cooperation with OTA partners, room booking performance, and the implementation of online marketing activities. Secondary data

were collected from hotel operational records, OTA booking reports, internal documents, photographs, and relevant literature to support and validate the findings.

Data collection consisted of three techniques:

1. Semi-structured interviews with hotel employees responsible for marketing and OTA management to obtain in-depth information regarding promotional strategies, OTA partnerships, and booking performance.
2. Documentation, including monthly room sales reports, OTA reservation data, internal company records, and other supporting documents related to hotel marketing activities.
3. Literature review, by examining books, journal articles, and previous studies concerning online travel agents, hotel marketing strategies, and room occupancy.

The collected data were analyzed using descriptive qualitative analysis. Interview transcripts and documentation were first organized and classified according to the research objectives. The data were then compared, interpreted, and synthesized to identify patterns regarding the implementation of OTA promotional strategies and their contribution to increasing room occupancy. To enhance the credibility of the findings, information obtained from interviews was cross-checked with documentary evidence and hotel operational records (data triangulation).

Data Collection Methods

a. Interviews are a method of data collection conducted through question-and-answer activities with parties within the company related to the research in order to obtain accurate and relevant information. In this study, interviews were conducted to discuss promotional strategies in the implementation of marketing activities.

The interviewees were employees from the marketing department, with several questions as follows:

1. Types of online applications used at Wana Karsa The Villas Ubud
2. Number of room bookings through the Booking.com application
3. Number of room bookings through the Agoda application
4. Number of room bookings through the Tiket.com application
5. Number of visitors coming to Wana Karsa The Villas Ubud

6. Forms of cooperation with online travel agents (OTAs)
7. Duration of the cooperation agreement with OTAs
8. Sanctions imposed if one of the parties violates the cooperation agreement that had been previously agreed upon.

b. Documentation is a data collection technique through various written sources such as books, theories, letters, diaries, documents, and reports related to the research. In this study, the documentation method was used to obtain data related to promotional strategies through online applications in increasing visitor interest at Wana Karsa The Villas Ubud.

c. Literature study is a method of collecting information by studying various references, notes, and theories that support and are relevant to the research.

Data Analysis Strategy

To achieve the research objectives as expected in the preparation of this final project and to obtain appropriate conclusions, the collected data were analyzed using descriptive techniques. According to Suharsimi Arikunto (2016:3), descriptive techniques are research methods aimed at examining a condition by describing or explaining the state of the research object in the present time based on existing facts or actual conditions.

FINDING AND DISCUSSION

The findings demonstrate that Online Travel Agents (OTAs) play a significant role in increasing room occupancy at Wana Karsa The Villas Ubud. During the January–December 2025 period, OTA platforms contributed **1,355 room bookings (68%)**, while direct bookings accounted for only **217 rooms (11%)**. Among the OTA platforms, Booking.com generated the highest number of reservations (1,075 rooms), followed by Agoda (159 rooms) and Tiket.com (121 rooms). These results indicate that OTA platforms have become the hotel's primary distribution channel for attracting guests.

The dominance of Booking.com can be explained by its stronger global brand recognition, wider market reach, and higher online visibility compared with the other OTA platforms. Hotels listed on widely recognized OTA platforms generally receive greater exposure to potential customers, resulting in higher booking volumes. This finding is consistent with digital marketing theory, which emphasizes that online distribution

channels improve product visibility, simplify the booking process, and increase consumer purchase intentions.

The results also suggest that OTA collaboration provides several competitive advantages for the hotel. Besides reaching international and domestic markets simultaneously, OTA platforms enable real-time room availability, dynamic pricing, online reviews, and secure payment systems, all of which reduce customer uncertainty during the booking process. These features help explain why OTA bookings substantially exceeded direct reservations during the study period.

However, the findings also reveal that dependence on OTA platforms may create challenges. Although OTAs successfully increased occupancy, direct bookings remained relatively low. This indicates that while OTA partnerships are effective for improving occupancy, the hotel should simultaneously strengthen its direct marketing channels through its official website, social media marketing, customer loyalty programs, and search engine optimization to reduce dependence on third-party platforms.

Another important finding is the seasonal fluctuation in room bookings. Occupancy increased during July and August, corresponding to Bali's high tourism season. This suggests that OTA performance is influenced not only by digital marketing strategies but also by seasonal tourism demand. Therefore, hotel managers should combine OTA promotional strategies with dynamic pricing and seasonal marketing campaigns to maximize occupancy throughout the year.

Overall, the discussion confirms that the study results are aligned with the objective of examining the effectiveness of OTA-based promotional strategies. The evidence shows that OTA platforms significantly contributed to increasing room occupancy at Wana Karsa The Villas Ubud, while also highlighting the importance of balancing OTA utilization with strategies that encourage direct bookings for long-term business sustainability.

FIGURE AND TABLES

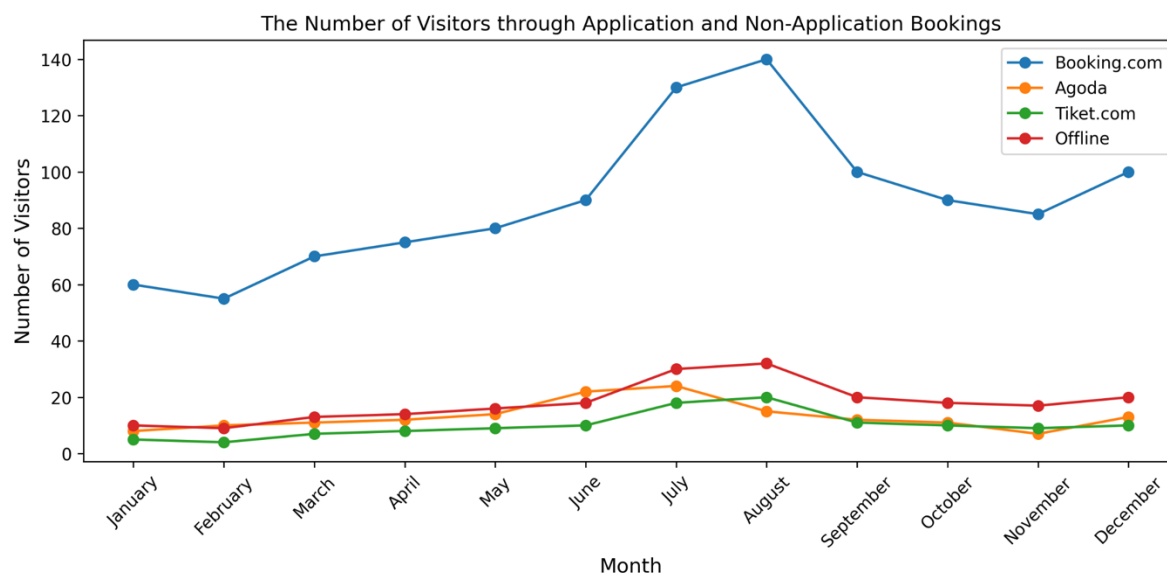
Table 1. The Number of Visitors through Application and Non-Application Bookings

Month	Online			Offline
	Booking.com	Agoda	Tiket.com	
January	60	8	5	10

February	55	10	4	9
March	70	11	7	13
April	75	12	8	14
May	80	14	9	16
June	90	22	10	18
July	130	24	18	30
August	140	15	20	32
September	100	12	11	20
October	90	11	10	18
November	85	7	9	17
December	100	13	10	20

(Source: Management Wana Karsa The Villas Ubud)

Figure 1. The Number of Visitors through Application and Non-Application Bookings



(Sumber: Management Wana Karsa The Villas Ubud)

Tabel : Harga Kamar periode Januari 2025 – Desember 2025

Table 2. Room Rate Period

Room Type	Price	HSS
One Bedroom Villa	Rp. 1.400.000,-	Rp. 300.000,-
Suite Villa	Rp. 1.500.000,-	Rp. 300.000,-
Two Bedroom Villa	RP. 2.000.000	Rp. 300.000,-

(Sumber: Management Wana Karsa The Villas Ubud)

CONCLUSION

After conducting an analysis and evaluation of the data obtained and comparing it with relevant theories, the writer concludes that the marketing strategy implemented by Wana Karsa The Villas Ubud has shown fairly positive results through collaboration with online applications.

This study found that the hotel uses three online applications, namely Booking.com, Agoda, and Tiket.com. Among these three applications, Booking.com became the platform that contributed the highest number of visitors, with a total of 1,075 room bookings within a one-year period. Furthermore, Agoda contributed 159 room bookings, while Tiket.com contributed 121 room bookings.

Overall, the total number of rooms sold through Online Travel Agents (OTAs) during the one-year period reached 1,355 rooms, or approximately 68% of total sales. Meanwhile, direct room bookings made without using applications reached 217 rooms, or approximately 11%. Thus, the total number of rooms successfully sold reached 1,572 rooms. These data indicate that cooperation with OTAs made a positive contribution in increasing hotel room sales by 68%.

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