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The Contribution Sources of Reservation To Room Occupancy During Covid-19 Pandemic at Renaissance Bali Uluwatu Resort & Spa

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Abstract.
The purpose of this study is to find out how much influence from reservation sources such as, online travel agents, offline travel agents, free independent travelers (FIT), and groups and to find out which variables are the most dominant in increasing room occupancy rates at Renaissance Bali Uluwatu Resort &Spa. The data obtained is through interviews, observations, documentation and literature studies. Data analysis conducted by quantitative analysis of secondary data, such as test partial correlation analysis, multiple correlation analysis, clas- sic assumption test, multiple linear regression test, hypothesis test, determination coefficient analysis, standard- ized coefficient beta statistical analysis and effective contribution are tested by SPSS v.25. Based on the results of analysis, there is partially of positive and significant influence between online travel agents on the occupancy rate of rooms with a p-value of .000 < 0.05, offline travel agent against room occupancy rate with p-value .000 < 0.05, free independent traveler (FIT) against room occupancy rate with p-value .000 < 0.05 and group against room occupancy rate with p-value .000 < 0.05. As well as online travel agents, offline travel agents, free independent travelers (FIT), and groups positively and simultaneously affect the occupancy rate of rooms with a p-value of
.000 < 0.05. Dominant variable in increasing room occupancy rates at Renaissance Bali Uluwatu Resort &Spa is online travel agent with effective donation value (SE) of 26%.

Keywords: *Online travel agent, Offline Travel Agent, Free Independent Traveler (FIT), Group, Room Occupancy.*

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Abstrak.
Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh dari sumber reservasi seperti, online travel agent, offline travel agent, free independent travellers (FIT), dan group serta untuk mengetahui variabel mana yang paling dominan dalam meningkatkan tingkat hunian kamar. di Renaissance Bali Uluwatu Resort & Spa. Data yang diperoleh adalah melalui wawancara, observasi, dokumentasi dan studi kepustakaan. Analisis data dilakukan dengan analisis kuantitatif data sekunder, seperti analisis korelasi parsial, analisis korelasi ganda, uji asumsi klasik, uji regresi linier berganda, uji hipotesis, analisis koefisien determinasi, analisis statistik koefisien standar beta dan kontribusi efektif diuji dengan SPSS v. 25. Berdasarkan hasil analisis, terdapat pengaruh positif dan signifikan secara parsial antara online travel agent terhadap tingkat hunian kamar dengan p-value .000 < 0,05, offline travel agent terhadap tingkat hunian kamar dengan p-value .000 < 0,05, free independent traveler (FIT) terhadap tingkat hunian kamar dengan p-value .000 < 0,05 dan kelompok terhadap tingkat hunian kamar dengan p-value .000 < 0,05. Seperti halnya online travel agent, offline travel agent, free independent travellers (FIT), dan rombongan secara positif dan simultan mempengaruhi tingkat hunian kamar dengan p-value sebesar
.000 < 0,05. Variabel dominan dalam peningkatan tingkat hunian kamar di Renaissance Bali Uluwatu Resort & Spa adalah online travel agent dengan nilai sumbangan efektif (SE) sebesar 26%.

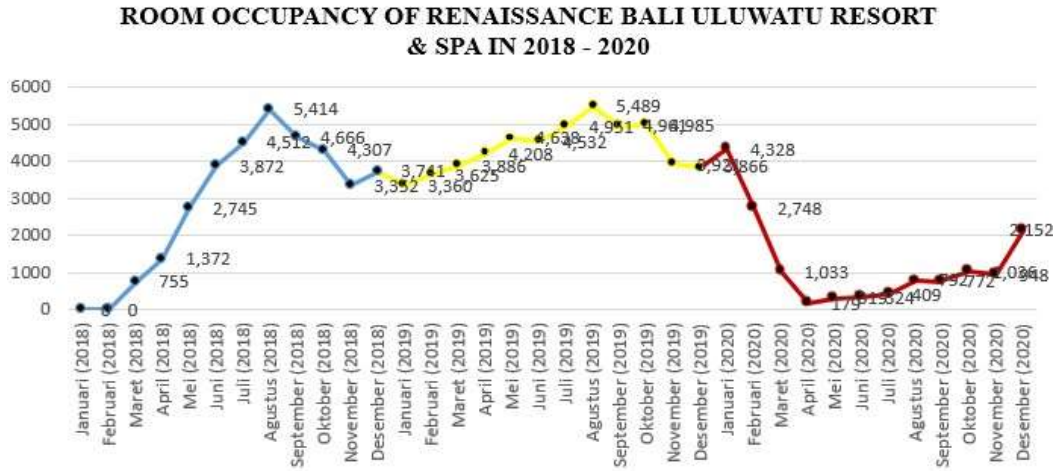
Kata Kunci: *Online travel agent, Offline Travel Agent, Free Independent Traveler (FIT), Group, Room Occupancy.*

Introduction

Renaissance Bali Uluwatu Resort & Spa is one of hotel American brands under Marriott International, Inc and it is located on Pantai Balangan Street I Number 1, Ungasan. Renaissance Bali Uluwatu Resort & Spa has 207 rooms and 1 villas consisting of 100 Deluxe Rooms, 51 Junior Suite King, 43 Executive Suite King, 8 Loft Suite King, 5 Premiere Loft Suite King, and 1 Presiden- tial Villa, and facilities that can support guest comfort to provide accommodation provided with special events at the hotel such as: SPA, Fitness Center, Kids Club, Swimming Pool, Clinic, Restaurant, Ba, Ballroom & Business Center, Travel Agent Counter, Laundry & Dry Cleaning Service, Departure Lounge and others. In addition Renaissance Bali Uluwatu Resort & Spa is ranked 1st according to Trip Advisor of 27 hotel in Ungasan, from several hotel such as: Four Points by Sheraton Bali Ungasan, Karma Kandara, and Banyan Tree Ungasan.

The development of tourism in Bali causes the number of tourist visit to increase every year. The increasing number of tourist visiting Bali encourages the government and the private sector to build accommodation and supporting fact.
ilities for tourist. Bali makes tourism for the main sector of the economy that plays the most role to improve the welfare of the peoples (Kusuma, 2020). In general, Bali is able to de- velop its tourism well, one indicator is the amount of tourist visiting Bali each year. However, in
2020 Bali experienced a decrease in the number of tourist visits caused by the COVID-19, this can be seen in data of Room Occupancy at Renaissance Bali Uluwatu Resort & Spa in the last one year in grafik 1 below.

Grafik 1. Room Occupancy Data of Renaissance Bali Uluwatu Resort & Spa in 2018 - 2020



Grafik 1 shows the room occupancy at Renaissance Bali Uluwatu Resort & Spa in the last one year which has experienced fluctuation. In 2018 there are good development the room oc- cupancy is going to 5,414 this is the beginning of the opening of Renaissance Bali Uluwatu Resort
& Spa. In 2019 the room occupancy at Renaissance Bali Uluwatu Resort & Spa is slightly de- creased and increased again in August 2019 to 5,489. In 2020 room occupancy of Renaissance
Bali Uluwatu Resort & Spa is dropped drastically to 179 . From 2018 to 2020 the room accupancy
at Renaissance Bali Uluwatu Resort & Spa is fluctuate. This is of course due to many factors, especially Renaissance Bali Uluwatu Resort & Spa is affected by COVID-19. In increasing room occupancy, it is necessary to identify the contribution of reservation sources that have an effect on increasing the room occupancy. The method used in this research is interviews and processing secondary data and will be analyzed using multiple regression analysis and use help of the SPSS
25 software to find the influence of reservation sources that can increase the room occupancy at
Renaissance Bali Uluwatu Resort & Spa.

From this background this research wanted to which the most contribution from source of reservation who able to maintain the room occupancy at renaissance bali uluwatu resort & spa.

Source of reservation according to Bagyono (2012) is The source of reservation is the person or
parties who are the source of reservation. These sources are a collaboration that is outlined in the form of a Cooperation contract. According to Bagyono (2014:60) travel agent is travel agent is a business activity of a commercial nature that regulates, provides, and organizes services aimed at a person or group of people, which is fully run with the main purpose of traveling and making profits. Online travel agent according to Yoeti (2003) in satyawan (2017:28) is one type of travel agent carries out

it online activities. Offline travel agent according to (Sambodo, 2010) is a travel agent who are carried out not through online media but banner or brochure. For free independent traveler some people travel privately and not with a group and for the groups tour its usually included in the tour package.
Sales according to Budi Raharjo (2007:79) in Mufidah & Apriyanti (2016) are the most important main source of income that usually always placed in the first line of profit loss. Room
occupancy according to Damardjati in Anisa (2015) room occupancy is the rooms that are rented
out to guests compared to the total number of available rooms, which are taken into account in daily, monthly or yearly periods. Contribution according to (Raidayani et al., 2019) is is the con- tribution that one thing can make to another. Reservation according to (Aprillia et al., 2017) is is a request by a guest to obtain the desired number of rooms, which is done some time in advance through several sources and by various booking methods with the aim of ensuring that the guest will get the room when they arrive or check-in. Hotel according to Handoko (2013) Hotel is a place where travelers get lodging and food services by renting, and tenants in circumstances allow for services.

Methodology

The Research was conducted at Renaissance Bali Uluwatu Resort & Spa, especially in the Front Office Department. This hotel is a 5 star hotel which located at Pantai Balangan Street I Number 1, Ungasan. The object of this research is The Contribution Sources of Reservation to Room Occupancy During Covid-19 Pandemic in Renaissance Bali Uluwatu Resort & Spa. According to (Sugiyono, 2017) research variable is everything in any form determined by the researcher to be studied so that information about these things can then be drawn a conclusion. This study use
2 variables namely, independent & dependent variables. According to Sugiyono (2014:39) the independent variable is a variable that affects or becomes the cause of the change or emergence of the independent variable. Included in the independent variables in this study is online travel agent, offline travel agent, free independent traveler (FIT) and group. As for the dependent var- iable according Sugiyono (2019:39) the dependent variable is a variable that is affected or is the result, because the dependent variable is the volume of room sales.
This study uses quantitative and qualitative analysis techniques. Quantitative Data Accord- ing to (Sugiyono, 2015) is data in the form of numbers or quantitative data that is scored (scoor- ing). Quantitative data in this study were analyzed using multiple regression analysis. Data anal- ysis was carried out on secondary data by being tested using SPSS version 25. carried out in this study is such a test; partial correlation analysis, multiple correlation analysis, classical assumption test (normality test, linearity test, heteroscedasticity test, multicollinearity test, autocorrelation test), multiple linear regression test, hypothesis testing (t test and F test), coefficient of determi- nation analysis, analysis statistical standardized coefficient beta, and effective contribution. while qualitative data is data in the form of sentences, words, gestures, facial expressions, charts, pictures (Sugiyono, 2018:28). qualitative data used in this study is in the form of interviews regarding reservation sources, documentation and hotel history in Renaissance Bali Uluwatu Re- sort & Spa.

Results and Discussions
Descriptive Statistics

Table 1. Statistic Descriptive overview of reservation sources

Statistics

		ONLINE TRAVEL AGENT (X1)	OFFLINE TRAVEL AGENT (X2)	FREE INDE-PENDENT TRAV-ELER (X3)	GROUP (X4)	TINGKAT HUNIAN KAMAR (Y)
N	Valid	56	56	56	56	56
	Missing	0	0	0	0	0
Mean		136.2321	7.5179	17.0000	8.2679	171.4286
Std. Error of Mean		11.63009	.46848	1.01451	.62340	9.08105
Median		124.0000	8.0000	17.5000	9.0000	163.0000
Mode		50.00	9.00	15.00	9.00	137.00[a]
Std. Deviation		87.03165	3.50579	7.59186	4.66512	67.95636
Variance		7574.509	12.291	57.636	21.763	4618.068
Range		313.00	14.00	28.00	18.00	260.00
Minimum		12.00	.00	2.00	.00	62.00
Maximum		325.00	14.00	30.00	18.00	322.00
Sum		7629.00	421.00	952.00	463.00	9600.00

(Source: Data Processed SPSS 25, 2021)

Based on the table 1 above, the data study amounted 56 weeks from the period April 2020 to April 2021 at Renaissance Bali Uluwatu Resort & Spa. The highest achievement generated by the online travel agent is 325 room night and the lowest achievement is 12 room night. The highest achievement generated by offline travel agent is 14 room night and the lowest achieve- ment is 0 room night. The highest achievement generated by free independent traveler is 30 room night and the lowest achievement is 2 room night. The highest achievement generated by group is 18 room night and lowest achievement is 0 room night.

Analysis of partial correlation coefficients

Table 2. Analysis of partial correlation coefficients

Coefficients[a]									
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	33.706	12.749		2.644	.011			
	ONLINE TRAVEL AGENT (X1)	.272	.073	.349	3.754	.000	.742	.465	.260
	OFFLINE TRAVEL AGENT (X2)	4.224	1.740	.218	2.428	.019	.656	.322	.168
	FREE INDEPENDENT TRAVELER (X3)	2.369	.827	.265	2.866	.006	.708	.372	.198
	GROUP (X4)	3.460	1.383	.237	2.501	.016	.704	.331	.173
a. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)									

(Source: Data Processed SPSS 25, 2021)

To meet the requirements of multiple regression analysis, it is necessary to first test Partial correlation coefficient analysis to determine the direction and strength of a relationship between online travel agents, offline travel agents, free independent travelers, and groups. Based on Table
2 above, the results of the relationship between each independent variable and the dependent variables can be obtained as follows:
Based on Table 2 above, the results of the relationship between each independent variable and the dependent variable can be obtained as follows:
From table 2 above, it can be seen that the results of the partial correlation coefficient on the online travel agent variable are .465, which means that there is a positive and partially strong relationship between online travel agents and room occupancy rates at Renaissance Bali
Uluwatu Resort & Spa.
From table 2 above, it can be seen that the results of the partial correlation coefficient on the offline travel agent variable are .322, which means that there is a positive and partially strong relationship between offline travel agents and room occupancy rates at Renaissance Bali
Uluwatu Resort & Spa.
From table 2 above, it can be seen that the results of the partial correlation coefficient on the free independent traveler (FIT) variable are .372 which means there is a positive and partially strong relationship between the free independent traveler (FIT) and the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa.
From table 2 above, it can be seen that the results of the partial correlation coefficient on the group variable are .331, which means that there is a positive and very strong relationship partially between the group and the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa.

Analysis of Multiple Correlation coefficients

Table 3. Analysis of multiple correlation coefficients

Model Summary[b]

			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.870[a]	.756	.737	34.84760	1.868

a. Predictors: (Constant), GROUP (X4), FREE INDEPENDENT TRAVELER (X3), OFFLINE TRAVEL AGENT (X2), ONLINE TRAVEL AGENT (X1)

b. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

To fulfill the requirements of multiple regression analysis, it is necessary to carry out multiple correlation coefficient analysis tests to determine the direction and strength of the relationship together between the four independent variables studied, such as online travel agents, offline travel agents, free independent traveler agents, and groups
Based on table 3 above show the value of multiple correlation coefficients can be seen from the result of R which is equal to 0.870 which is the range of coefficients 0.80 – 1.000, so it can be concluded that there is a positive and very strong correlation relationship together and simultan between independent variables such as online travel agent, offline travel agent, free independent traveler, and group to the dependent var iable, towards to room accupancy.

Classic assumption test

To fulfill the requirements of multiple regression analysis, it is necessary to carry out classical assumption tests consisting of: normality test, linearity test, heteroscedasticity test, mul- ticollinearity test and autocorrelation test.

1. Normality test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		56
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	33.55649277
Most Extreme Differences	Absolute	.095
	Positive	.095
	Negative	-.069
Test Statistic		.095
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

(Source: Data Processed SPSS 25, 2021)

The normality test is carried out with the aim of knowing whether the data is normally distributed or not normally distributed, the regression model is said to be good if the residual value is normally distributed.
Based on table 4 above, it can be seen that the result of the normality test wit one - sample Kolmogorov-smirnov test in this study can bee seen from asymp value sig.(2 -tailed) is 0.200. that can be concluded the overall data has met the assumption of normality of significant is 0.05 (a) > 0.05, that means the normality is distributed.

2. Linearity test

Table 5. Linearity Test

Variable	Sig. Deviation from linearity	Sig.	Status
Online travel agent	.366	.000	Linier
Offline travel agent	.962	.000	Linier
FIT	.068	.000	Linier
group	.626	.000	Linier

(Source: Data Processed SPSS 25, 2021)

The linearity test was carried out with the aim of knowing whether each independent variable had a linear relationship or not to the dependent variable.
Based on Table 5 above, linearity test with Curve Estimation method obtains significance value between each free variable against bound variable is as follows: online travel agent
against room occupancy rate of 0.00, offline travel agent against room occupancy rate of 0.00 , free independent traveler against room occupancy rate of 0.00, group against room occupancy
rate of 0.00. Based on the results of curve estimation can be known that all free variables
obtain a probability value of < 0.05 and the probability value of all variables produced by Deviation from linearity > 0.05 then it can be concluded that there is a linear relationship between each free variable to the bound variable.

3. Heteroscedasticity test

Table 6. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.506	7.307		1.027	.309
	ONLINE TRAVEL AGENT (X1)	-.004	.042	-.013	-.088	.931
	OFFLINE TRAVEL AGENT (X2)	.306	.997	.052	.307	.760
	FREE INDEPENDENT TRAVELER (X3)	.659	.474	.241	1.391	.170
	GROUP (X4)	.683	.793	.154	.861	.393

a. Dependent Variable: Abs_res

(Source: Data Processed SPSS 25, 2021)

Heteroscedasticity test was carried out with the aim of knowing whether in the regression model there was an inequality of variance.
Based on Table 6 above, it can be known from the results of heteroskedastisitas test on glejser model in this study, online travel agent variables produced significantly by 0.931,
offline travel agent by 0.760, free independent traveler by 0.170, and group of 0.393. So it can
be concluded that the whole of the data above is said not to occur heteroskedastisitas because all variables have significance values above 0.05 or (a) > 0.05.

4. Multicolinierity test

Table 7. Multivolinierity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	33.706	12.749		2.644	.011		
	ONLINE TRAVEL AGENT (X1)	.272	.075	.519	3.634	.000	.554	1.805
	OFFLINE TRAVEL AGENT (X2)	4.224	1.740	.218	2.428	.019	.594	1.685
	FREE INDEPENDENT TRAVELER (X3)	2.369	.827	.265	2.866	.006	.561	1.784
	GROUP (X4)	3.460	1.383	.237	2.501	.016	.530	1.886

a. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

The multicollinearity test was carried out with the aim of knowing the level of association or the closeness of the relationship between independent variables through the magnitude of the correlation coefficient (r). The regression model is said to be good if there is no multi- collinearity.

Based on Table 4 above, it can be seen that the tolerance value of online travel agents is 0.554, offline travel agents is 0.594, free independent travel er is 0.561, and group is 0.530. While the value of the variance inflation factor (VIF) from online travel agents is 1.805, offline travel agents is 1.685, free independent traveler is 1.784, and group is 1.886. It can be con- cluded that there is no multicollinearity in the regression model because the tolerance value >

0.10 and the variance inflation factor (VIF) < 10.

5. Autocorrelation Test

Table 8. Autocorelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.870[a]	.756	.737	34.84760	1.868

a. Predictors: (Constant), GROUP (X4), FREE INDEPENDENT TRAVELER (X3), OFFLINE TRAVEL AGENT (X2), ONLINE TRAVEL AGENT (X1)

b. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

The autocorrelation test is conducted to determine whether a regression model has an autocorrelation problem that occurs if there is a linear correlation between the confounding error of period t (being) and the confounding error of period t-1 (previous). The regression model is said to be good if there is no autocorrelation problem.
Based on Table 8 above, it can be seen from the results of the autocorrelation test using Durbin-Watson that it obtained a value of 1.868, it can be concluded that there is no autocorrelation because the D-W value is between -2 to +2.

Multiple Linear Regression Modeling

Table 9. Multiple Linear Regression Modeling Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.c
1	(Constant)	33.706	12.749		2.644	.011
	ONLINE TRAVEL AGENT (X1)	.272	.079	.319	3.434	.000
	OFFLINE TRAVEL AGENT (X2)	4.224	1.740	.218	2.428	.019
	FREE INDEPENDENT TRAVELER (X3)	2.369	.827	.265	2.866	.006
	GROUP (X4)	3.460	1.383	.237	2.501	.016

a. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

To fulfill the requirements of multiple regression analysis, it is necessary to carry out multiple linear regression modeling tests to explain how the influence of the four independent variables studied, such as online travel agents, offline travel agents, free independent traveler agents, and group
The value of the constant coefficient is 33,706. So this can be interpreted if all independ- ent variables are assumed to be non-contributing or constant with a value of 0 (zero) then the room occupancy rate is 33,706 = 33 room nights.
The offline travel agent coefficient value is positive at 0.272 = 272 room night. So this can be interpreted if the online travel agent variable has increased by 100 times, it can be said that the room occupancy rate variable has increased by 272 room nights assuming offline travel agents, free independent travelers (FIT), and groups are considered zero.
The offline travel agent coefficient value is positive at 4.224 = 422 room night. So this can be interpreted if the offline travel agent variable has increased by 100 times, it can be said
that the room occupancy rate variable will increase by 442 room nights with the assumption
that online travel agents, free independent travelers, and groups are considered zero.
The free independent traveler (FIT) coefficient value is positive at 2,369 = 236 room night. So this can be interpreted if the free independent traveler (FIT) variable has increased by 100 times, it can be said that the room occupancy rate variable will

increase by 236 room nights with the assumption that online travel agents, offline travel agents, and groups are considered zero.
The group coefficient value is positive at 3,460 = 346 room nights. So this can be interpreted if the group variable has increased by 100 times, it can be said that the room occupancy rate variable will increase by 346 room nights with the assumption that online travel agents, offline travel agents, and free independent travelers (FIT) are considered zero.

Hypothesis Test

1. t Test

To fulfill the requirements of multiple regression analysis, it is necessary to carry out a t test and an f test to test the hypothesis partially and simultaneously from each of the four independent variables studied, such as online travel agents, offline travel agents, free inde-
pendent travel agents, and groups

Table 10. t Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.706	12.749		2.644	.011
	ONLINE TRAVEL AGENT (X1)	.272	.073	.349	3.754	.000
	OFFLINE TRAVEL AGENT (X2)	4.224	1.740	.218	2.428	.019
	FREE INDEPENDENT TRAVELER (X3)	2.369	.827	.265	2.866	.006
	GROUP (X4)	3.460	1.383	.237	2.501	.016

a. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

Based on table 10 above in the column t, it can be seen the t value of each independent variable which is online travel agent is 3.754, offline travel agent is 2.428, free independent traveler (FIT) is 2.866, and group is 2.501. the value obtained from t table from calculation degree of freedom is 1.675. it can be concluded all independent variables have a value of t arithmetic > t table which means that H0 is rejected and Ha is accepted and when viewed from the significant value of each variable has the same value, namely 0.000 which means its value is sig. (a) < 0.05 so it can be concluded that all independent variables, both online travel agents, offline travel agents, free independent travelers (FIT), and groups have a positive and significant effect partially on the dependent variable, namely the room occupancy rate at Re- naissance Bali Uluwatu Resorts & Spas.

2. F test

Table 11. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192061.613	4	48015.403	39.540	.000[b]
	Residual	61932.101	51	1214.355		
	Total	253993.714	55			

a. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

b. Predictors: (Constant), GROUP (X4), FREE INDEPENDENT TRAVELER (X3), OFFLINE TRAVEL AGENT (X2), ONLINE TRAVEL AGENT (X1)

(Source: Data Processed SPSS 25, 2021)

Based on Table 11 above, it can be seen that the calculated F value > F table (39.54 > 2.55) so that H0 is rejected and Ha is accepted and from the table above, a significant value is obtained in the f (simultaneous) test of 0.000 which means (a) < 0.05. It can be concluded that the four independent variables, namely online travel agents, offline travel agents, free independent travelers, and groups have a positive and simultaneous effect on the dependent variable, namely the room occupancy rate.

Coeficient Determination Test

Table 12. Coefficient Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.870[a]	.756	.737	34.84760	1.868

a. Predictors: (Constant), GROUP (X4), FREE INDEPENDENT TRAVELER (X3), OFFLINE TRAVEL AGENT (X2), ONLINE TRAVEL AGENT (X1)

b. Dependent Variable: TINGKAT HUNIAN KAMAR (Y)

(Source: Data Processed SPSS 25, 2021)

To meet the requirements of the multiple regression analysis, it is necessary to test the coefficient of determination, to determine the magnitude of the influence together between the four independent variables studied, such as online travel agents, offline travel agents, free inde- pendent traveler agents, and groups.

Based on table 12 above, seen from result of the adjusted R square, The magnitude of the influence of online travel agents, offline travel agents, free independent travelers (FIT), and groups is 73.7%, while 26.3% is influenced by variables not examined in this study such as Complimentary room, Celebrity stay experience, affiliate staff, and owner.

Effective Contribution

Table 13. Effective Contribution Result

Variable	Multiple Coefficients (Beta)	Coefficient Correlation (r)	R Square	Effective Contribution
Online Travel Agent	.349	.742	.756	26%
Offline Travel Agent	.218	.656		14%
Free Independent Traveler (FIT)	.265	.708		19%
Group	.237	.704		17%
Total				75,6%

(Source: Data Processed SPSS 25, 2021)

To find out the contribution between the four independent variables, such as online travel agents, offline travel agents, free independent travelers, and groups, it is necessary to calculate the effective contribution, which can be calculated as follows:
SE (X) % = Betax X Koefisien Korelasi X 100%
Based on table 13 above, the comparison obtained from each effective contribution to the four variables from online travel agents, offline travel agents, independent travelers (FIT), and groups, it can be said that the independent variable has the most dominant influence in
increasing room occupancy rates at Renaissance Bali Uluwatu Resort. & Spa is an online travel agent with an effective contribution value of 26%. Online travel agents are able to influence 26% of the total reservation of 75.6% on the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa.

Conclusions

From the results of the Hypothesis Test, it can be concluded that Online Travel Agents, Offline Travel Agents, Free Independent Travelers (FIT), and Groups have a positive and signifi- cant effect partially and simultaneously on room occupancy rates at Renaissance Bali Uluwatu Resort & Spa. From the results of the coefficient of determination by looking at the Adjusted R Square value, the influence of all variables on the room occupancy rate at the Renaissance Bali Uluwatu Resort & Spa is 75.6% while the remaining 24.4% is influenced by other variables not examined in this study such as complimentary room, celebrity stay experience, owner in house and owner affiliate
The reservation source that has the most dominant influence in increasing the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa is from online travel agents (OTA), which is 26%. This is based on the value of the standardized coefficient beta and the results of the calculation of the highest effective contribution (SE). The three online travel agents that most dominantly contribute to the room occupancy rate at Renaissance Bali Uluwatu Resort & Spa are Traveloka which has an effect of 41%, then KlikNBook which has an effect of 28.4%, and Ctrip has an influence of 19.9%.

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