Analysis of Occupancy Rates at Hotel Wisata Palu

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ABSTRACT

This study aims: is to determine the occupancy rate at Hotel Wisata Palu, which causes it to survive the immense competition in the hotel business sector in Palu City. In 2019, the room occupancy rate increased, with the deluxe premium room type, the number of rooms sold in 2019 amounting to 159 rooms with an occupancy value of 79.5. Only room types, the number of rooms sold in 2019, is 216 rooms with an occupancy value of 15.43. The number of superior rooms sold in 2019 is 945 rooms with an occupancy value of 236.26. Standard room types, the number of rooms sold in 2019 amounted to 1,085 rooms with an occupancy value of 180.83. Hotel Wisata Palu management maintains occupancy rates and understands market demands supported by a good marketing strategy. Hotel Wisata Palu, as a service company, can implement a service marketing strategy and see the realities of business in Palu City.

Keywords - Residential, Hotel Tourism

INTRODUCTION

The hotel sector industry's prospect is experiencing rapid growth in the Central Sulawesi area, Palu City. The hotel business's development is evident in the enthusiasm of investors and entrepreneurs who are expanding their business to various regions and big cities in Indonesia by building new hotels in tourist areas. This also happened in the Central Sulawesi area, Palu City.

Business in the hotel sector is one that deserves to be expected by both the manager and the government. For example, this service company has several advantages, making an enormous contribution to the government, providing satisfaction to consumers on existing infrastructure. Also, hotel services can be categorized as a sector that cannot cause pollution disturbances compared to other industries, such as companies that process raw materials to finished goods, which cause a lot of air pollution and pollution to disturb the environment.

Based on data from the Central Sulawesi Province Central Bureau of Statistics in 2018. Room Occupancy Rate (TPK) is an indicator that shows the percentage between rooms used and rooms available in hotels during a specific period.

In general, the ROR for hotels and other accommodation services is relatively influenced by room rates, facilities, and service aspects available. However, customer preferences are often relatively unaffected by the tariffs and services provided. In 2018, the average ROR in Central Sulawesi was 22.63 percent. This means that the average daily room usage of the entire hotel is only 22.63 percent. This percentage decreased by 15.04 percentage points compared to 2017, which amounted to 37.67 percent. The highest ROR occurred in November 2018 at 25.86 percent and the lowest in June 2018 at 16.88 percent.

According to the hotels' classification, the average ROR for star hotels during 2018 was 46.73 percent or decreased by 14.25 percentage points compared to 2017, which amounted to 60.98 percent. Simultaneously, the average ROR for jasmine hotels was 20.72 percent, down 15.10 percentage points compared to the previous year of 35.82 percent. Instar hotels, the highest ROR occurred in April 2018 at 56.23 percent and the lowest in June 2018 at 30.07 percent. Whereas in jasmine hotels, the highest ROR was in November 2018 at 24.14 percent and the lowest in June 2018 at 15.83 percent. The high ROR for hotels in certain months is generally influenced by the existence of sporadic or seasonal activities, which causes a surge in demand compared to other months.

METHODOLOGY

The data analysis method used in this research is a quantitative descriptive method. This method is an analytical method in which data is collected and classified or grouped and then analyzed and interpreted objectively. By using occupancy analysis tools. According to Mulyadi, (2001: 415), occupancy is the level of hotel room occupancy which is calculated based on the number of rooms rented by guests and compared to the number of places available in a certain period.

The formula for calculating Hotel Occupancy

$$\frac{Room\ Occupied\ \text{(kamar yang terjual)}}{Room\ Availability\ \text{(jumlah kamar yang tersedia)}} \times 100\ \%$$

RESULT

The room occupancy rate at Hotel Wisata Palu is one of the determinants of a hotel company's survival, especially Hotel Wisata Palu. Palu tourist hotel is a jasmine cluster with competition in prices, promotions, and satisfying hotel services. The hotel room price implementation strategy implemented by Hotel Wisata Palu is very competitive and affordable for visitors. The room rates, rates and number of rooms at Hotel Wisata are shown in table 1.

Table 1.

Room Rate	Rate	Room Total
Deluxe Premium	Rp. 500.000,nett	2 kamar
Deluxe	Rp. 400.000,nett	14 kamar
Superior	Rp. 350.000,nett	4 kamar
Standart	Rp. 250.000,nett	6 kamar

The determination of hotel occupancy room prices at Hotel Wisata Palu is based on the sum of the average number of costs for each different room type at Palu tourist hotels. The occupancy rate is the number of rooms sold than the total number of rooms at the Wisata Palu hotel. The occupancy rate at Hotel Wisata Palu in 2019 is based on the number of rooms in table 2.

Table 2.

Room Rate	Rate	Room Total	Total of occupancy in 2019											
			Jan	Peb	Mar	Apr	Mei	Jun	Jul	Agus	Sept	Okt	Nov	Dec
Deluxe Premium	Rp. 500.000	2	10	14	12	11	16	20	10	16	16	4	12	18
Deluxe	Rp. 400.000	14	4	10	10	18	15	20	18	18	30	28	25	20
Superior	Rp. 350.000	4	50	80	90	75	80	90	85	90	85	90	70	60
Standart	Rp. 250.000	6	70	85	95	115	75	90	90	100	90	90	95	90

Based on table 2, the determination of the room rate price and the number of occupancy per month in 2019. To determine the occupancy rate of Wisata Palu hotel rooms each month and the room rate it is calculated based on the number of rooms rented by guests and the number of places available. At a certain period/period.

Table 3.

Room Rate	Rate	Room Total	*Occupancy*
Deluxe Premium	Rp. 500.000	2	79,5
Deluxe	Rp. 400.000	14	15,43
Superior	Rp. 350.000	4	236,26
Standart	Rp. 250.000	6	180,83

Based on the results of room occupancy rates in table 3, the hospitality businesses at Hotel Wisata Palu understand that the room occupancy rate, which is the percentage of hotel rooms that guests can occupy or rent compared to the total number of places that can be rented—calculated per month. From the room occupancy rate mentioned above it shows that the commercially back and forth of Palu's tourist hotels, in 2019, there has been an increase in room occupancy rates; of course, the Wisata Palu hotel maintains this occupancy rate and understands market desires supported by a good marketing strategy. Hotel Wisata Palu, as a service company, can implement a suitable marketing strategy known as a service marketing strategy. The dynamics in the hotel business in Central Sulawesi, mostly in Palu City, after the earthquake, tsunami, and liquefaction demanded hotel owners and managers pay close attention to their business realities. By looking at the marketing level, where the marketing aspect is one part of a hotel company that most determines the success of room occupancy. The right marketing strategy and company policies in marketing its products properly to achieve the desired level of profit.

DISCUSSION

The earthquake, tsunami, and liquefaction that hit Palu, Sigi, Donggala, and Parimo Central Sulawesi, became a significant blow to the growing tourism and hospitality sector. The hotel service business and other tourism service businesses in several destinations in Palu and its surroundings, tend to decline. Based on data from the DPD of the Central Sulawesi Hotel Restaurant Association (PHRI), the occupancy rate of hotel rooms during April 2019 was only 48.34 percent, even lower than the conditions in May 2019, which reached 34.48 percent or decreased by 13.09 percent. Tourist hotel, which is one of the hotels in the jasmine kraster, which suffered insignificant damage and was able to withstand the aftermath of the earthquake, tsunami, and liquefaction, experienced an increase in occupancy due to the disaster.

After the earthquake, tsunami, and liquefaction on 28 September 2018, the hotel business in Palu City, Central Sulawesi province, is slowly starting to rise. Star hotels were damaged, such as Santika Hotel Palu, Jazz Hotel, Swissbel Hotel in Silae, Best Western Coco Hotel Palu on Jalan Basuki Rahmat. This is an advantage for jasmine class hotels that can accommodate guests and volunteers outside Central Sulawesi.

The role of the manager and the marketing department at the Wisata Palu hotel is significant to carry out marketing at the room occupancy level of the hotel, namely to make sure that the rooms that are low during the low season can be filled in addition to maintaining the occupancy rate during the peak season. By doing various ways to increase the occupancy rate, one of the ways that are done is better coordination with the government and travel agents for better promotional efforts in selling hotel products, one of the needs in establishing good cooperative relations. Creating a good relationship between the local government and private companies builds trust between the two parties. The hotel can also innovate in creating cultural-based tourism programs by utilizing the hotel's good relations with the surrounding community, which can be used as a solution to the rise of outside cultures that affect the lifestyle of the people in Palu City, one of which is to provide local cultural features within the scope of the hotel in terms of clothing. Customs, welcoming guests, and information on local tourist areas.

The results of interviews with the marketing department of Hotel Wisata Palu, the achievement of the room occupancy rate targets that are currently experienced, is partly due to hotel guests who relatively made repeat purchases. Where guests staying at Hotel Wisata Palu are, on average old guests and new guests, it can be assumed that the value obtained by Hotel Wisata Palu guests is by the hotel's weight, besides that the condition of star hotels in Palu is only three, which operates the Hotel Santika, Hotel Swiss Bell, and Hotel Sutan Raja.

Research conducted by Andri supports the results of this research. et al. (2015), who concluded that the occupancy rate positively affects hotel revenue in Jember Regency. Due to an increase in rates during the month of visiting Jember, the rise in hotel room rates caused an increase in hotel revenue. Excellent service from hotel management and a series of monthly visiting events in Jember, such as Jember Fashion Carnaval, Jember City Carnaval, and several other activities, also make visitors decide to add more days' stay. The findings of research conducted by Juhari (2016) state that price has a positive and significant effect on room occupancy.

Meanwhile, based on the correlation coefficient and determination analysis, the impact of price on hotel room occupancy in Pangkalpinang City is powerful, which is 74.8%. In comparison, the remaining 25.2% is influenced by other factors such as service quality, customer satisfaction, promotion. and so on which were not examined in this study.

CONCLUSIONS

After analyzing the results of the research and testing the hypotheses, this section will describe the conclusions from the results of the analysis and hypothesis testing, so the findings that can be put forward in this study are as follows: Occupancy rates are the main parameters to see the success of hotel service. The average occupancy rates at Hotel Wisata Palu in 2019 have fluctuated. Factors that cause the level of fluctuation at Hotel Wisata Palu, because most of the star hotels were damaged due to the earthquake, tsunami, and liquefaction and rose again to make improvements to the condition of the hotel.

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