

## **The Impact of Direct Reservations and OTAs on Grand City Hall Occupancy**

**Finna Auliya Azzahra Lubis<sup>1\*</sup>, Cece<sup>2</sup>**

<sup>1,2</sup> Sekolah Tinggi Ilmu Manajemen Sukma Medan

\* E-mail: azzahra.finna.auliya@gmail.com

---

### **Information Article**

*History Article*

*Submission: 01-05-2026*

*Revision: 29-05-2026*

*Published: 30-05-2026*

---

### **DOI Article:**

10.62421/jibema.v3i4.222

---

### **A B S T R A C T**

The purpose of this study is to analyze the effect of bookings made through Direct Reservation and Online Travel Agent (OTA) channels on the room occupancy rate. This research adopts a quantitative approach by using internal hotel data recorded on a daily basis over a one-month observation period. The research variables comprise the total number of bookings generated through direct reservations and online travel agents as independent variables, while the room occupancy rate serves as the dependent variable. The data were analyzed using descriptive statistics and multiple linear regression to examine the relationship and the direction of influence among variables. The results indicate a positive effect of bookings from both direct channels and online travel agents on the occupancy rate. Simultaneously, the two booking channels contribute substantially to increasing room occupancy. Partially, the online travel agent channel exerts a more dominant influence in improving occupancy compared to direct reservations. These findings highlight the importance of strategically managing the booking channel mix to maintain occupancy stability and support room sales performance. Therefore, the hotel should optimize the use of online travel agents as a key driver of occupancy volume while strengthening the direct booking channel to foster repeat guests through a positive experience that shapes guests' overall evaluations.

---

### **Acknowledgment**

**Key word:** Direct, OTA, occupancy, booking

©2026 Published by JIBEMA. Selection and/or peer-review under responsibility of JIBEMA

### **INTRODUCTION**

The hospitality industry is currently facing major shifts in room sales distribution channels due to advances in digital technology and changes in consumer behavior. From a revenue management perspective, hotels must be able to optimally manage all distribution channels to sell rooms to the right guests, at strategic times, and at prices that maximize the hotel's profits. Changes in traveler behavior are evident in the increasing use of digital booking channels through online travel agents (OTAs) such as Agoda, Traveloka, Booking.com, and Tiket.com, which are gradually replacing direct reservations. This situation makes channel distribution management a critical component of hotel marketing strategies and revenue optimization.

**Table 1. Room Sales Revenue Growth Rate at Grand Cityhall**

Year	Number of	Average	Revenue
2018	57.062	840.664	47.969.971.112
2019	62.966	984.648	61.999.318.059
2020	32.128	726.766	23.349.541.596
2021	44.423	673.177	29.904.541.334
2022	61.492	757.012	46.550.188.637
<b>Total</b>	<b>258.071</b>	<b>3.982.267</b>	<b>209.773.560.738</b>

Source: processed data (2026)

Based on Table 2, it is evident that there was a significant decrease in the number of guests from 62,966 in 2019 to 32,128 in 2020, a reduction of 30,838. Concurrently, the average room price also saw a decline. The onset of the COVID-19 pandemic necessitated adjustments across all sectors. Stakeholders in the tourism industry were compelled to adapt for sustainability.

Despite the challenges in attracting patrons, the hospitality sector is anticipated to entice visitors through various strategies, including excellent service quality, promotional offers, competitive pricing, and advertising through both print and electronic media (Fahlevi et al., 2023). Providing an unforgettable experience can foster long-term relationships with guests, strengthen a hotel's reputation, and enhance customer loyalty. Service quality in the hotel industry is reflected in its infrastructure, available facilities, equipment, and the attitude and professionalism of its employees (Ekhsan et al., 2020). Prompt and courteous service contributes significantly to guest satisfaction. When the services provided exceed guest expectations, customer satisfaction is achieved. According to Ibrahim and Thawil (2019, p. 235), service quality represents the distinctive characteristics of a product or service that are capable of meeting the needs and expectations of the public.

On the other hand, direct bookings are still considered a channel that offers greater benefits to hotels because they do not incur commission fees like those charged by OTAs. Guests making direct bookings also tend to book spontaneously, especially as the arrival date approach, which has the potential to generate higher room rates when demand increases. This phenomenon aligns with industry trends indicating a rise in last-minute booking behavior. 2024 data shows a 16-point increase in occupancy rates within the ten days leading up to guest arrivals, highlighting the significant contribution of last-minute bookings to hotel revenue growth. Additionally, research by Inventure-Alvara (2023) shows that approximately 80% of consumers believe booking directly through a hotel's website is cheaper than booking through a travel agent. This finding is encouraging hotels to begin reducing their reliance on OTAs, which are increasingly raising service fees and commissions.

Nevertheless, various previous studies have shown that OTAs play a significant role in increasing hotel visibility and expanding market reach, particularly in highly competitive destinations. OTAs can help hotels increase occupancy, RevPAR, and digital market exposure, especially among travelers who prioritize easy access to information and booking flexibility. However, excessive reliance on OTAs also has the potential to reduce hotel profitability due to high commission fees and price competition between platforms. Therefore, hotels need to implement the right channel mix strategy to maintain a balance between increased occupancy and profitability.

The growth of the tourism industry in North Sumatra, particularly in Medan, further underscores the importance of this study. Data from the Central Statistics Agency indicates that the number of international tourists visiting North Sumatra in 2024 reached approximately 350,000 visits, an increase of more than 25% compared to the previous year. This increase in tourist numbers impacts fluctuations in the occupancy rates of star-rated hotels, which are influenced by seasonal factors, business activities, tourism, and MICE events. In this context, Grand City Hall Medan holds a strategic position as it serves various market segments, ranging from corporate clients and MICE events to leisure travelers. The hotel also utilizes various room distribution channels, both through direct reservations and OTAs, making room distribution management a highly relevant managerial issue

Theoretically, this study contributes to the development of research on revenue management and distribution channels in the hospitality industry, particularly regarding the impact of different reservation channels on room occupancy rates. Previous research has largely focused on the role of OTAs in increasing hotel occupancy or profitability in general; however, few studies have specifically compared the contribution of direct reservations and OTAs to hotel room demand patterns. Thus, this study aims to address the research gap regarding how these two distribution channels influence room occupancy rates and guest demand patterns.

In practical terms, this study is expected to serve as a basis for managerial decision-making by hotels in determining the most effective room distribution strategy. The research findings can provide recommendations regarding channel management, pricing, room inventory control, and strategies for optimizing hotel revenue in the future. Based on industry trends, tourism developments, and existing research gaps, a study on the impact of direct reservations and OTAs on grand city hall occupancy is crucial. This study aims to analyze which reservation channel most significantly influences room occupancy rates and to identify differences in demand patterns arising from direct reservations and online travel agents.

## RESEARCH METHODS

This study employs a quantitative approach with a descriptive and associative research design to analyze the impact of direct reservations and online travel agents on room occupancy rates at the Grand City Hall Medan. The study was conducted over a one-month period in April 2026 at the Grand City Hall Medan Hotel, a five-star hotel in the city of Medan. The data used consists of primary and secondary data sourced from the hotel's internal records. Primary data was obtained through direct observation and communication with hotel staff, while secondary data was obtained from company documents, reservation reports, hotel archives, scientific journals, books, and various references relevant to the study. Data collection techniques included observation, documentation, and library research to obtain data on the number of direct reservations, online travel agent bookings, and the hotel's daily occupancy rate. The research population includes all data on direct reservations, online travel agent bookings, and daily occupancy rates during the period of April 2026, while the research sample uses a non-probability sampling technique with a saturated sample method, so that all daily data for 30 days is used as the research sample.

The independent variables in this study consist of direct reservations ( $X_1$ ) and online travel agents ( $X_2$ ), while the dependent variable is the room occupancy rate ( $Y$ ). Direct reservations are measured based on the number of daily room reservations made directly via telephone, the hotel's website, email, and walk-ins, while online travel agents are measured based on the number of daily reservations originating from OTA platforms such as Agoda, Traveloka, Booking.com, and Tiket.com. Room occupancy rate is measured using the percentage of sold rooms compared to the total available rooms during the same period. All variables use a ratio scale. Data analysis was conducted using descriptive analysis to describe the trends in reservation data and occupancy rates during the study period, followed by multiple linear regression analysis to test the effects of direct reservations and online travel agents on room occupancy rates. The regression model used is formulated as  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$  where  $Y$  represents the daily occupancy rate,  $X_1$  represents the number of direct reservations, and  $X_2$  represents the number of OTA bookings. This study also uses the coefficient of determination ( $R^2$ ) to determine the magnitude of the independent variables' contribution to the dependent variable, and classical assumption tests—including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation—were conducted to ensure the regression model meets the necessary statistical requirements.

### Hypotheses

H1 : The number of direct reservations ( $X_1$ ) affects the daily room occupancy rate ( $Y$ )

H2 : The number of OTA reservations ( $X_2$ ) affects the daily room occupancy rate ( $Y$ )

H3 : The combined number of direct and OTA reservations affects the daily room occupancy rate (Y)

## RESULTS AND DISCUSSION

### RESULTS

#### Normality Test Results

**Table 1. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		30
Normal Parameters a,b	Mean	.0000000
	Standard Deviation	5.01797788
Most Extreme Differences	Absolute	.124
	Positive	.124
	Negative	-.096
Test Statistics		.124
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: processed data (2026)

Based on the table of normality test results using the One-Sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value was 0.200. Since this value is greater than 0.05, the research data is considered to be normally distributed. The test statistic value of 0.124 indicates that the deviation of the residuals from the normal distribution is relatively small. Thus, the regression model satisfies the normality assumption and is suitable for use in the research analysis.

#### Multicollinearity Test Results

**Table 2. Multicollinearity Test Results**

Model	Coefficients a	
	Tolerance	VIF
(Constant)		
1 OTA Booking Estimates	.995	1,005
Direct Booking Estimate	.995	1,005

a. Dependent Variable: Occ

Source: processed data (2026)

Based on the results of the multicollinearity test, it was found that the estimated OTA booking variable has a tolerance value of 0.995 and a VIF of 1.005. The estimated direct booking variable also has a tolerance value of 0.995 and a VIF of 1.005. The tolerance values for all variables are greater than 0.10, and the VIF values are less than 10. Thus, it can be concluded that there is no multicollinearity among the

independent variables in the regression model.

### Heteroscedasticity Test Results

**Table 3. Heteroscedasticity Test Results**

Model	Coefficients a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	7,867	3,935		1,999	.056
1 OTA Booking Estimates	.043	.090	.142	.482	.633
Direct Booking Estimate	-.195	.149	-.388	-1,312	.200

a. Dependent Variable: ABS

Source: processed data (2026)

Based on the results of the heteroscedasticity test, it was found that the significant value for the OTA booking estimate was 0.633 and that for the direct booking estimate was 0.200. All significance values were greater than 0.05, indicating that there was no heteroscedasticity in the regression model. The residual variance was constant or homogeneous across all observations. Thus, the regression model satisfies the assumption of homoscedasticity

### Autocorrelation Test Results

**Table 4. Autocorrelation Test Results**

Model Summary b	
Model	Durbin-Watson
1	2,038

Source: processed data (2026)

Based on the results of the autocorrelation test, a Durbin-Watson statistic of 2,038 was obtained. This value falls within the range of 1.5 to 2.5, indicating that there is no autocorrelation in the regression model. The residuals across observations are not correlated with one another. Thus, the regression model satisfies the assumption of residual independence and is suitable for use in this study

### Determination Test Results (R<sup>2</sup>)

**Table 5. Results of Determination Test (R<sup>2</sup>)**

Model Summary b			
Model	R	R Square	Adjusted R Square
1	.694 a	.546	.393

Source: processed data (2026)

Based on the analysis results, an R-squared value of 0.546 was obtained. This indicates that the estimated OTA bookings and estimated direct bookings variables account for 54.6% of the variation in the Occ variable. The remaining 45.4% is explained by other variables outside the scope of this study. Thus, the regression model provides a fairly strong explanation of the dependent variable

**Linear Regression Test Results**

**Table 6. Linear Regression Test Results**

Model		Coefficients a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
(Constant)		22,948	13,790		1,664	.108
1	OTA Booking Estimates	.267	.138	.344	2,794	.046
	Direct Booking Estimate	.188	.152	.219	2,523	.032

Source: processed data (2026)

The multiple linear regression equation is:

$$Y=22.948+0.267X1+0.188X2$$

**A. Constant**

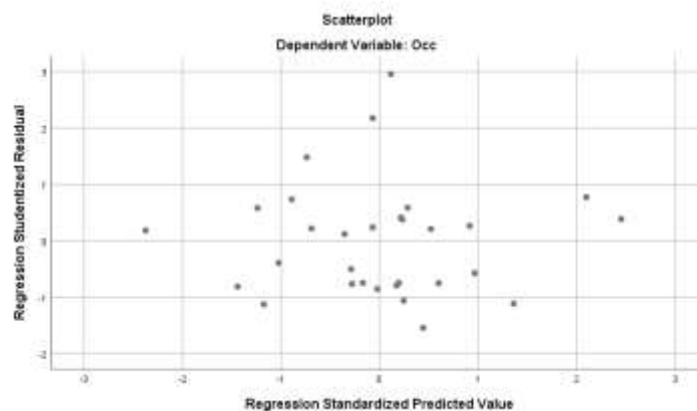
The constant value of 22.948 indicates that if the OTA booking and direct booking estimates are both zero, the Occ value will be 22.948. This value represents the baseline condition of the dependent variable before being influenced by the independent variables. A positive constant indicates the presence of an Occ value without the influence of the independent variables.

**B. Estimated OTA Bookings (X1)**

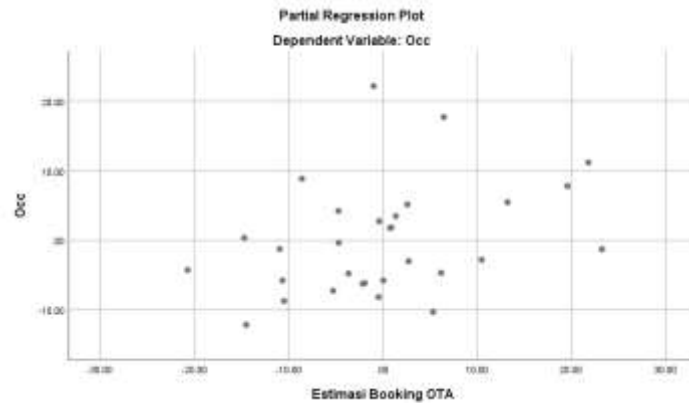
The OTA booking estimate regression coefficient of 0.267 indicates that every one-unit increase in OTA booking estimates will increase the OCC value by 0.267. The relationship between the variables is positive and unidirectional. This indicates that the higher the OTA booking estimates, the higher the OCC.

**C. Estimated Direct Booking (X2)**

The direct booking estimate regression coefficient of 0.188 indicates that every one-unit increase in the direct booking estimate will increase the OCC value by 0.188. The relationship between the variables is positive between the direct booking estimate and OCC. Therefore, the higher the direct booking estimate, the higher the OCC value.

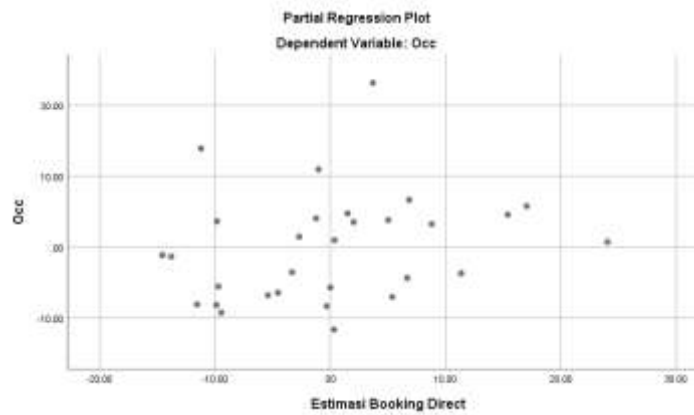


**Figure 1. Regression Standardized Predicted Value**



**Figure 2. Partial Regression Plot of OTA Booking Estimates**

Source: processed data (2026)



**Figure 3. Partial Regression Plot of Direct Booking Estimates**

Source: processed data (2026)

### Hypothesis Testing

**Table 7. t-Test Results**

		Coefficients a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	22,948	13,790		1,664	.108
	OTA Booking Estimates	.267	.138	.344	2,794	.046
	Direct Booking Estimate	.188	.152	.219	2,523	.032

Source: processed data (2026)

**A. The Influence of OTA Booking Estimates on Occ**

Based on the t-test results, the calculated t-value was 2.794 with a significance level of 0.046 ( $<0.05$ ). This indicates that OTA booking estimates significantly influence Occ. The regression coefficient of 0.267 indicates a positive relationship between the variables. Thus, the higher the OTA booking estimates, the higher the Occ value.

**B. The Impact of Direct Booking Estimates on Occ**

Based on the t-test results, the calculated t-value was 2.503 with a significance level of 0.032 ( $<0.05$ ). This indicates that the direct booking estimate significantly influences the OCC. The regression coefficient of 0.188 indicates a positive relationship between the variables. Thus, the higher the direct booking estimate, the higher the OCC value.

**Hypothesis Testing**

**Table 8. F Test Results**

		ANOVA a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	298,730	2	149,365	12,485	.002 b
	Residual	1622,681	27	60,099		
	Total	1921,410	29			

a. Dependent Variable: Occ

b. Predictors: (Constant), Estimated Direct Bookings, Estimated OTA Bookings

Source: processed data (2026)

Based on the simultaneous test results, the calculated F value was 12.485 with a significance level of 0.002 ( $<0.05$ ). This indicates that OTA booking estimates and direct booking estimates simultaneously have a significant effect on Occ. The regression model was declared simultaneously significant. Thus, the research hypothesis was accepted.

**DISCUSSION**

**The Effect of Direct Reservations on Room Occupancy Rates**

Based on the results of the multiple linear regression and t-tests, the direct booking variable showed a positive and significant effect on the room occupancy rate at the Grand City Hall Hotel in Medan during the observation period in April 2026. This can be seen from the regression coefficient value of 0.188 with a significance level of 0.032, which is less than 0.05, meaning that an increase in direct reservations can consistently increase occupancy. Interpretatively, a coefficient value of 0.188 indicates that a 1-unit increase in direct reservations results in a corresponding increase in occupancy. This variable has a positive relationship, with a Standardized Beta of 0.219, meaning it contributes to the effect, although the contribution is relatively smaller.

Direct room sales in April 2026 totaled 2,023 room nights. This figure is lower than room sales through OTAs. However, direct sales play a crucial role in boosting the hotel's occupancy rate. From a managerial perspective, direct reservations imply that hotels must maintain the performance of the direct channel by encouraging guests to book directly, even though the direct channel has limitations unlike those of OTA channels. Thus, direct reservations can serve as a channel to maintain loyalty, while other channels can focus on maintaining volume. This strategy cannot rely on a single channel for volume but rather requires managing it through a well-balanced channel mix. This study aligns with the findings of Mentari (2025), which demonstrated that a direct reservation channel plays a dominant role in explaining variations in room occupancy rates within the context of their research, despite differences in the hotels and time periods studied. This study reinforces the argument that direct bookings have a positive impact on increasing room occupancy when implemented with the right strategy.

### **The Influence of OTAs on Room Occupancy Rates**

Based on the results of the t-test, the estimated OTA booking variable also showed a positive and significant effect on occupancy. This data has a regression coefficient of 0.267 with a significance level of 0.045 (less than 0.05), indicating that bookings originating from OTA channels result in a significant increase in occupancy. A coefficient value of 0.267 means that a 1-unit increase in OTA bookings is followed by a 0.267 increase in occupancy. A Standardized Beta value of 0.344 indicates that OTA acts as a variable with a relatively strong influence compared to direct bookings. OTA's contribution in April 2026 reached 3,295 RN (> 2,023 RN). With higher sales figures, OTAs have a significant driving force on hotel occupancy. High sales figures are influenced by a wide market reach, price comparisons and room availability, reviews that serve as a basis for consumer evaluation, and ease of booking and payment. These factors are major considerations for consumers when booking rooms through OTA channels.

Empirical findings will reinforce the position of OTAs as a channel that generates volume capable of supporting and driving occupancy, particularly during periods of fluctuating demand. OTAs play a crucial role in maintaining daily room occupancy to prevent a large number of unsold rooms. This serves as a key indicator of how effectively a hotel fills its available room inventory. OTAs also influence revenue management; while they can increase occupancy, increased OTA occupancy may come with commission costs and potential pricing pressure. Therefore, the managerial implication is not merely about "increasing OTA occupancy figures" but rather managing them strategically. This includes setting allotments, rate strategies, period-based promotions, and leveraging OTAs to create a positive guest experience that converts new guests into repeat guests through direct bookings. Given this background, the author emphasizes the importance of managing channels so that hotels do not become dependent on a single source. This study aligns with Budiartini's (2025) findings that OTAs have a significant influence on occupancy and demonstrate substantial contributions. It is evident that OTAs generate a large volume

ofbookings.

## CONCLUSION

Based on the results of a study on the effect of direct reservations and online travel agents (OTAs) on room occupancy rates at Grand City Hall Medan during a 30-day observation period in April 2026, it can be concluded that direct reservations and OTAs simultaneously have a significant effect on room occupancy, as evidenced by the F-test results with a significant value of 0.002, which is less than 0.05. Partially, both variables also show a positive and significant effect on room occupancy rates, where OTA has a significant value of 0.046 with a regression coefficient of 0.267, while direct reservations have a significant value of 0.032 with a regression coefficient of 0.188. These results indicate that an increase in the number of bookings, whether through OTAs or direct reservations, will be followed by an increase in hotel occupancy. However, OTAs proved to be a more dominant factor in influencing room occupancy rates than direct reservations, as evidenced by the higher regression coefficients and standardized betas for OTAs compared to direct reservations. Furthermore, descriptively, the contribution of room sales through OTAs was also greater during the study period, with total sales reaching 3,295 room nights compared to 2,023 room nights for direct reservations. Thus, it can be understood that the OTA distribution channel plays a stronger role in increasing room occupancy rates at Grand City Hall Medan, although direct reservations still make a positive contribution to hotel occupancy.

## BIBLIOGRAPHY

- Bhatnagar, P. (2024). *A Hotelier's Guide on Online Travel Agencies 2024*. Hotelogix. [blog.hotelogix.com/online-travel-agencies/](https://blog.hotelogix.com/online-travel-agencies/)
- Budiartini, K. S. (2025). *Pengaruh Offline Travel Agent dan Online Travel Agent terhadap Tingkat Hunian Kamar di Medewi Bay Retreat Hotel*. Politeknik Negeri Bali.
- CLRNTeam. (2025). *What Is Internal Data?* California Learning Resource Network. [www.clrn.org/what-is-internal-data/](https://www.clrn.org/what-is-internal-data/)
- Fabricant, P. D. (2024). *Descriptive Statistics. In: Practical Clinical Research Design and Application*. Springer.
- FamiliarizeTeam. (2025). *Coefficient of Determination ( $R^2$ ): Understanding Model Fit*. Familiarize. <https://docs.familiarize.com/glossary/coefficient-of-determination/>
- FrontLinePG. (2025). *What Is RevPAR? The Hotel Revenue Metric to Measure Hotel Performance*. FPG. [frontlinepg.com/blog/what-is-revpar](https://frontlinepg.com/blog/what-is-revpar)
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hassan, M. (2024). *Case Study - Methods, Examples, and Guide*. Studocu. [www.studocu.com/in/document/madras-christian-college/social-work/case-study-methods-examples-and-guide-research-method/111671770](https://www.studocu.com/in/document/madras-christian-college/social-work/case-study-methods-examples-and-guide-research-method/111671770)

- HelloShift. (2026). *Hotel Occupancy Rate: Formula, Benchmarks & How to Improve*. Hello Shift. [www.helloshift.com/hotel-term/occupancy-rate](http://www.helloshift.com/hotel-term/occupancy-rate)
- Kevin, R. D. (2025). *Direct Booking: Meaning, Benefits, Implementation and Optimization for Hotels*. Delta HQ. <https://blog.deltahq.com/direct-booking-meaning-benefits-implementation-and-optimization-for-hotels>
- Khlusevich, A., Inversini, A., & Schegg, R. (2024). *Artificial Intelligence and Hospitality: A Challenging Relationship*. Springer.
- Kurniawan, H., & Aswan, M. K. (2025). Pengaruh Online Travel Agent dan Online Review terhadap Tingkat Hunian Kamar di Hotel Grand Verona Samarinda. *Jurnal Ilmiah Pariwisata*, 30(2), 227–238. <https://doi.org/10.30647/jip.v30i2.1896>
- Lavis, E. (2025). *What Is an OTA? How Online Travel Agencies Work*. Direct Booker. [www.directbooker.ai/the-direct-route/article/what-is-an-ota-online-travel-agency](http://www.directbooker.ai/the-direct-route/article/what-is-an-ota-online-travel-agency)
- Lozano, M. (2026). *Hotel Occupancy Rate: Formula, Calculation & Benchmarks*. Room Master. [www.roommaster.com/blog/hotel-occupancy-rate](http://www.roommaster.com/blog/hotel-occupancy-rate)
- Mehta, M. (2026). *Dynamic Pricing Benchmarks for Hotels in 2026: Stay Competitive*. Price Labs. <https://hello.pricelabs.co/blog/dynamic-pricing-benchmarks-for-hotels-in-2026-stay-competitive/>
- Mentari, O. A. (2025). *Pengaruh Reservasi Direct dan Indirect terhadap Tingkat Hunian Kamar di The Istana Uluwatu*. Politeknik Negeri Bali.
- Opally. (2026). *Occupancy Rate: The Percentage of Available Rooms That are Sold During a Specific Time Period*. Opally. [opally.com/learn/occupancy-rate](http://opally.com/learn/occupancy-rate)
- Patrisia, K. P., Febianti, F., & Amir, F. L. (2025). Studi Komparasi Tingkat Hunian Kamar Melalui Travel Agent dan Direct Booking pada Masa New Normal. *Jurnal Ilmiah Pariwisata Dan Bisnis*, 4(1), 1921–1934. <https://doi.org/10.22334/paris.v4i1.918>
- Romdona, S., Junista, S. S., & Gunawan, A. (2025). Teknik Pengumpulan Data: Observasi, Wawancara dan Kuesioner. *JISOSEPOL: Jurnal Ilmu Sosial Ekonomi Dan Politik*, 3(1), 39–47. <https://doi.org/10.61787/taceee75>
- Sciative. (2025). *Increase Hotel Occupancy Rate and How Can You Maximize It?* Sciative. [sciative.com/research-articles/what-is-hotel-occupancy-rate-and-how-can-you-maximize-it](http://sciative.com/research-articles/what-is-hotel-occupancy-rate-and-how-can-you-maximize-it)
- SiteMinder. (2024). *SiteMinder's Changing Traveller Report 2025 Reveals 'Everything Traveller.'* SiteMinder. <https://www.siteminder.com/news/changing-traveller-report-2025/>
- SoftwareTravel. (2026). *Online travel agency (OTA): Definition, Meaning, Examples*. GP Solutions. <https://www.software.travel/glossary/ota/>
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D* (1st ed.). Bandung: Alfabeta.