



## Positive Aspect of Virtual Hotel Operator

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**ABSTRACT:** Traveling is becoming easier with technology. Tourists can choose and determine the accommodation used to stay. Virtual hotel operators (VHO) help travelers choose lodging according to time, cost and desired location. The aim of this research is to describe the advantages of VHO based on family traveler experiences. The growth of tourist accommodation provides choices that benefit tourists. Every accommodation definitely has a market segment. The formulation of the problem in this research is, what are the advantages of VHO based on the experience of family travelers?. This research was conducted using a qualitative approach. The primary data source was obtained through the experience of family travelers staying at VHO (OYO and RedDoorz) in 3 cities (Solo, Jogja and Jakarta). VHO's advantages mainly lie in its location close to the main tourist destinations and affordable prices. Because of these two things, several things that are lacking from VHO do not reduce satisfaction and positive impressions from tourists. Some things are lacking, such as the accommodation environment being less than beautiful, no parking area, lack of privacy.

**Keywords:** OYO, RedDoorz, Virtual Hotel Operator



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## INTRODUCTION

Travel trips for family tourists are growing with the existence of the Trans Java Toll Road. This is experienced by family travelers from Surabaya, who often travel out of town in the Java area to attend concerts, attend conferences or seminars, make pilgrimages, travel or for other purposes. [Lehto et al. \(2009\)](#) stated, going on family vacations has a positive impact on strengthening family relationships, improving communication, and fostering a sense of togetherness. [Lehto et al. \(2012\)](#) stated, the family is a crucial group of people who want to share experiences while on vacation. [Gram \(2005\)](#) stated, family holidays are typically viewed as opportunities to escape the hectic routines of daily life and provide a respite from responsibilities. They offer a chance to relax and rejuvenate in the enjoyable company of loved ones.

Apart from ease of transportation and accessibility, the need for accommodation is increasingly easier and cheaper. The presence of VHO, such as RedDoorz and OYO, provides convenience and helps travelers to find alternative places to stay, apart from the star hotels that have existed so far. This research was conducted by following a family traveler's trip from Surabaya to attend concerts in Solo and Jakarta, and attend conferences or seminars in Jogja. The focus of the research

is on the decision to stay at VHO while traveling to Solo and Jogja using RedDoorz and to Jakarta using OYO. Based on information from informant 1 (a wife, working as a housewife), this experience of traveling with her children was not the first. However, the experience of living at VHO with her children was her first experience.

The growing phenomenon of VHO is an innovative product in the hotel business that is driven by technology. Wiastuti & Susilowardhani (2016) stated, instead of viewing VHO as a disruption, it should be seen as an innovation. VHO is positively impacting the quality of products, creating more value, offering competitive prices, and making them accessible through various channels. It also provides easy payment and booking systems, as well as serving as an open forum for reviews and testimonials. Accommodations all over Indonesia are now embracing VHO, with over 1000 properties partnering with the platform. VHO is seen as a promising opportunity for the accommodation industry to not only increase sales, but also improve quality.

Therefore, the innovation presented by VHO has encouraged various researchers to conduct research related to this business from various perspectives. Among others, [Tunjungsari & Arianty \(2020\)](#) stated, most of the impacts of this trend are positive, as they are based on the experiences of property partners. It is a relatively new trend in the tourism industry that should be embraced and utilized in order for partners to enhance the quality of their services. It is important for properties to match the high quality portrayed on VHO's website. [Ardiansyah et al. \(2022\)](#) stated, the implementation of a marketing mix strategy leads to higher customer loyalty and satisfaction. Customer satisfaction plays a role in increasing customer loyalty and acts as a mediator between the marketing mix strategy and customer loyalty.

[Arreza \(2022\)](#) stated, the performance of all accommodation businesses has improved since partnering with VHO, particularly the small accommodation businesses in Metro Cebu. [Shofia et al. \(2020\)](#) stated, both hotels under VHO and those not under VHO can implement Lean Six Sigma methods to enhance their daily operations and overall performance. [Febrianta et al. \(2021\)](#) stated, the social network analysis of Twitter revealed that RedDoorz has a larger social network and more users sharing their information compared to OYO. However, OYO's official Twitter account is more effective as a marketing tool. [Alwindrajudi et al. \(2021\)](#) found that the connection between the quality of service and electronic loyalty was not significantly positive. However, when electronic satisfaction was introduced as a factor, the connection between the quality of e-services and electronic loyalty became significantly positive. [Ramadhiana et al. \(2021\)](#) stated, assess the level of acceptance among users of VHO applications using the Technology Acceptance Model. The variables of perceived compatibility, perceived financial resources, and perceived risk on mobile devices all have a simultaneous impact on perceived usefulness, ease of use, and intention to use the mobile application. [Risqiadinda & Indrawati \(2020\)](#) found that RedDoorz has higher percentages in overall factors that influence purchasing decisions, such as electronic word of mouth, perceived value, and trust. [Nugroho & Hati \(2020\)](#) stated, satisfaction and trust have a positive effect on customers wanting to repurchase, but a negative effect on customers wanting to switch platforms. However, these effects may vary depending on the type of platform being used (VHO or OTA).

[Ardani & Indriani \(2022\)](#) found that the brand image variable has a positive and significant impact on customer loyalty at RedDoorz Hotel Near Botani Square Mall in Bogor. However, the customer

satisfaction variable did not have a significant effect on customer loyalty at the same hotel. [Adhityo et al. \(2021\)](#) stated, the quality of online services and customer reviews have a notable influence on performance and guest satisfaction. [Prakarsa \(2020\)](#) stated, the factors of mobile perceived facilitating condition, mobile perceived financial resources, and mobile perceived compatibility have a significant impact on the perceived usefulness and ease of use of mobile devices. This, in turn, influences consumers' intention to use mobile devices. Based on the background above, so the formulation of the problem in this research is, what are the advantages of VHO based on the experience of family travelers? Through this research, the authentic experiences of informants when staying at VHO in these 3 cities are described.

### METHOD

This research was carried out using a qualitative approach, where the researcher was also involved as an observer. The family traveler, consisting of a mother (informant 1), and her two children (informant 2 and informant 3), traveled to Solo, Joga and Jakarta by staying at VHO (OYO and RedDoorz). Informant 1 is a housewife, informant 2 is a senior high school student, male, 16 years old, informant 3 is a junior high school student, male, 13 years old, informant 4 and informant 5 are a husband (aged 48 years) and wife (aged 44 years) who have used RedDoorz. Primary data comes from information obtained through observation and interviews regarding the perspectives and experiences of each informant, which is then analyzed to find important information. Data analysis is also supported by secondary data from related references from previous research.

### RESULT AND DISCUSSION

This research was driven by family travelers' needs for non-star hotel accommodation, but which has safety and comfort standards. Travel to Solo and Jakarta to attend concerts, meanwhile, travel to Jogja to attend conferences/seminars. This reminds us of the importance of events in growing city tourism. The performance industry is an event that must be supported by the music lover market in this country, as an antithesis to the rise of piracy which is difficult to stop in the era of digitalization. By buying tickets and coming to the concert, it is a form of nationalism in the creative industry. It's not enough just to come, but to watch the show in an orderly manner and avoid anarchy. Here the community plays a part in the success of a concert.

Now concerts have undergone a transformation that runs consistently from time to time. The orderly feel and smooth running of anarchism concerts increasingly opens up public awareness that behind the cacophony of rock music lies a feeling of mutual respect and love of peace. The audience looks after each other and controls themselves and reminds them to build harmony. The image of the band or musician also plays a role in shaping the character and influencing the behavior of fans and spectators who come to watch the performance. So the charisma inherent in band members or legendary musicians is a value that automatically forms a strong, even legendary brand.

The performing industry brings excitement. Anyone who comes to a performance, especially watching an idol, will definitely be happy, bringing the impression of an exhilarating experience.

The reason for the search for happiness is what drives the market to try to come and attend the show. Show tickets priced from hundreds of thousands of rupiah to millions of rupiah in pre-sale and regular sales were sold out. In addition, on-the-spot ticket sales make this concert not just nostalgia for classic works, but also a form of respect for consistency in work and maintaining the brand character of each band over a long period of time. In the context of tourism, the showbiz industry is closely related to venues which have quite a large multiplier impact. MICE facilities (meetings, incentives, conferences, exhibitions) with a capacity of thousands of people are now being established in many areas where it is possible to hold international standard events. The number of ballrooms in hotels, the number of rooms, access and transportation facilities, as well as other supporting facilities, strengthen multi-destination regional tourism to attract tourist arrivals from the performance industry segment, especially as well as MICE. This business chain involves hotel accommodation, performance venues, transportation facilities (airplanes and city transportation), sponsorship, seasonal traders, and show business networks (event organizers, contractors, advertising, etc.), as well as music industry networks. own (sound system rental, lighting, music studio). The government also gets taxes.

The destination image of the event organizer is strengthened by the presence of the world's top bands. The city of Solo, for example, often has world musicians visiting and hosts international events. There seems to be a consistency in making Solo a concert destination through regular performances by world musicians. If synergized well, the multiplier impact of this concert is actually much greater than holding a concert during the event. The added value is in the time before (pre event) and after the performance (post event). In the context of tourism, the performance audience market is not only residents of Solo Raya, but also comes from Jakarta, Surabaya and other cities in Indonesia. It is possible that people from abroad will also come through the means of attracting the concert. The performing industry brings excitement. Anyone who comes to a performance, especially watching an idol, will definitely be happy, bringing the impression of an exhilarating experience. The reason for the search for happiness is what drives the market to try to come and attend the show.

The informant's first experience of using VHO was when he attended a foreign band concert in Solo. At that time, the informant decided to try using VHO, considering that the time to stay in Solo was only 1 night. Cost and time efficiency are the reasons that dominate the experience of staying at RedDoorz. This gives a positive impression and experience in the informant's mind, as is explicit in this informant's statement below,

"For me, the most important thing when deciding where to stay is the child's consent. Because, if my child feels comfortable, then our family also feels comfortable. On the other hand, if the children feel uncomfortable, of course we as a family will also feel uncomfortable. We are grateful that our choice of place to stay at RedDoorz did not disappoint."

This is in accordance with [Kim et al. \(2020\)](#) stated, when planning a family trip, it is important to take into account the different needs and motivations of each family member. The decisions made regarding the trip will vary depending on the specific goals and desires of the travelers. The price of travel packages that include additional items can also influence the decision-making process. [Li et al. \(2017\)](#) stated, the five main reasons for taking a family vacation are spending valuable time

with children, making enjoyable memories, promoting learning and personal growth, providing rewards for children, and treating oneself. [Gram \(2005\)](#) stated, parents believe that children have a moderate influence on decisions regarding family vacations, while children believe they have a significant influence. [Barlés-Arizón et al. \(2013\)](#) found that women's vacation choices vary depending on their personal characteristics (such as whether they have a professional or traditional lifestyle) and their activity preferences.

Positive testimonials were also conveyed by informant 2 and informant 3, who incidentally are active users of social media. Like teenagers, these two informants uploaded photos of their place of stay and activities while in Solo on their respective social media.

“I will tell you about my experience when I was in Solo, especially where I stayed. And, I will recommend this place to my friends”

For other family travelers, the experience of staying at RedDoorz also gave a positive impression. And from this experience, they intend to use RedDoorz again when traveling. This was conveyed by a husband (informant 4) and wife (informant 5) who were staying at RedDoorz Jogja.

“Our family feels comfortable using RedDoorz. Even though the price is not expensive, the room and accommodation we stayed in was comfortable.”

This is in accordance with [Kurnia & Putri \(2019\)](#) stated, the quality of information and consumer reviews play a crucial role in determining purchase intention. To improve this, it is important to provide clear, timely, relevant, and easily understandable information, which will enhance search efficiency, increase customer satisfaction, and prevent information overload.

The first experience of using VHO had a positive impression, encouraging the informant to repeat using VHO, in this case RedDoorz, when traveling to Jogja to attend a conference/seminar. In this place, interaction with the management is more intense, because the length of stay is 2 nights. Information from informant 1 gives a strong message about the uniqueness and superiority of VHO, as follows:

“When we lived at RedDoorz in a rural area in Jogja, we felt a sense of kinship with the manager and owner. We participated in preparing the food we ordered in the kitchen, had a dialogue with the accommodation owner in the morning, and the VHO environment felt comfortable.”

This is in accordance with [Situmorang & Aruan \(2021\)](#) stated, found that sensory experience has a positive impact on customer engagement with VHO. Additionally, emotional experience has a positive effect on both emotional and behavioral engagement, while intellectual experience positively influences cognitive and emotional engagement.

[Nurwati et al. \(2022\)](#) studied people who use the RedDoorz app in Indonesia. They found that when people talk positively about the app, think the price is fair, and trust the brand, they think the app provides good service and are more likely to want to use it. The most important factor in wanting to use the app is thinking the price is fair, but thinking the brand is trustworthy also plays a part. [Putra & Law \(2023\)](#) stated, the key factors for a successful partnership between VHO and small and medium sized hotels are effective marketing, strong client relationships, training and development of staff, efficient hotel operations, innovative strategies, investment in infrastructure,

and management systems. Additionally, VHO have a positive impact on the relationship with these hotels by improving services and making their products more competitive and profitable. [Prakarsa \(2020\)](#) examined the level of acceptance of VHO application among users, using the Technology Acceptance Model. The findings revealed that factors such as compatibility, financial resources, and system quality had a significant impact on perceived usefulness, ease of use, and intention to use the mobile application. [Nurwahyuni et al. \(2021\)](#) stated, based on validity tests, simple regression, and classical assumption tests, it has been determined that the impact of service quality and price on visitor satisfaction is relatively minimal.

[Nilamsari \(2021\)](#) found that RedDoorz Indonesia used various communication strategies to sustain its virtual hotel business during the pandemic. These strategies included advertising through billboards, collaborating with a public health association to issue hygiene certificates, offering discount promotions, using word-of-mouth marketing through personal social media accounts, directly contacting consumers via phone, and utilizing mobile apps and social media for interactive marketing. [Suhendra & Hermana \(2022\)](#) stated, the facilities and service quality at the RedDoorz Syariah Hotel near GOR Panatayuda are considered good, leading to a positive decision to stay at the hotel.

[Esguerra & Arreza \(2021\)](#) stated, the performance of all accommodation businesses has gotten better as a result of partnering with VHO. [Ervina \(2021\)](#) stated, VHO are influenced by the range of promotions available, the convenience of access, and the extensive networks of hotels. In addition, factors such as service quality, core products, and control strategies contribute to the success of VHO. Making it easy to book a room and having a wide network are crucial factors in increasing sales for VHO.

Informants 2 and 3 said that the reason they chose VHO OYO when watching a concert in Jakarta was because their father chose them. According to information they heard from their father, the decision to stay at OYO was because the price was cheap.

“Our father said that the cost of traveling to Jakarta was quite expensive. "Plane tickets and concert tickets are expensive, so you have to save money on food and accommodation costs by looking for something cheap but still safe and comfortable for the family.”

This is in accordance with [Rizki et al. \(2022\)](#) found that brand image, price, and value have a strong impact on trust in VHO in Banda Aceh. However, brand image and value do not directly affect purchase intention. On the other hand, value and trust have a significant influence on purchase intention. Additionally, trust plays a role in mediating the relationship between brand image, price, and value with purchase intention.

## CONCLUSION

Based on the results of interviews and observations of family traveler experiences, it can be concluded that VHO has advantages and positive sides that are of interest to tourists. This lies in two things, namely the location close to the main destination for tourists traveling and affordable prices. As stated by the informant, even though the VHO location is in the middle of a village, where the environment is often not neatly arranged and clean, this is acceptable and is not

complained about by tourists. Likewise, the location of VHOs in residential areas, which often do not provide private car parking, is not a problem for tourists. So, it can be said that these two advantages of VHO can meet the expectations and needs of tourists.

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