THE ROLE OF VOUCHER SALES INFORMATION SYSTEM
FOR HOTEL RESERVATION

(Case Study at PT Kaha Tours & Travel Branch Office Malang)

UNDERGRADUATE THESIS
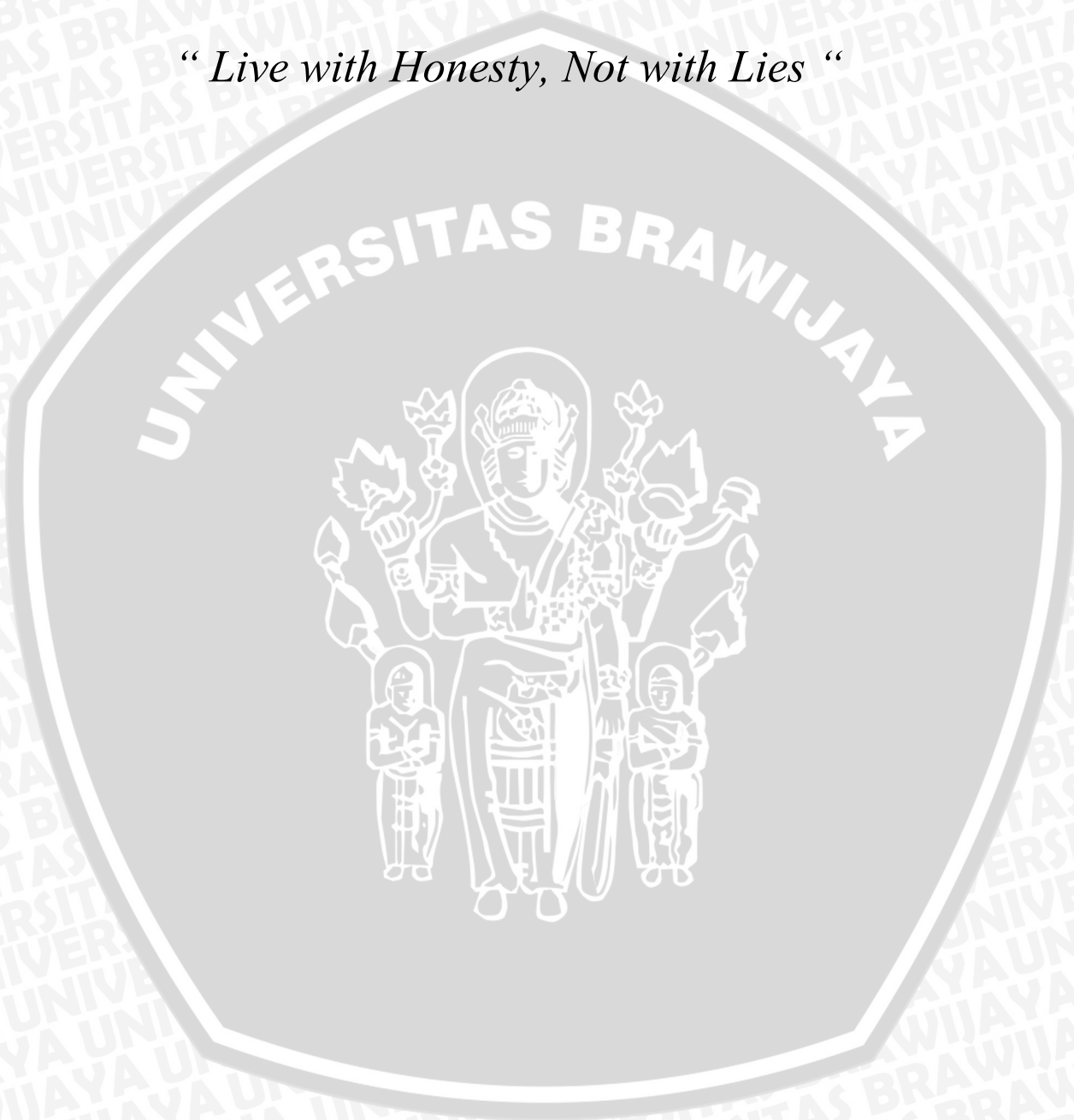
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MALANG
2014

MOTTO

" Live with Honesty, Not with Lies "

UNDERGRADUATE THESIS APPROVAL

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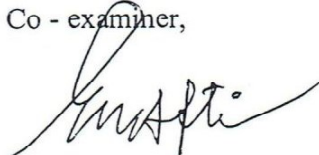
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DECLARATION OF AUTHORSHIP

The work in this undergraduate thesis is based on research carried out on The Role of Voucher Sales Information System for Hotel Reservation. To the best of my knowledge, no part of this thesis has been submitted elsewhere for any other degree or qualification and it all my own work except where due reference has been given

If at time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me based on the regulation (UU No. 20 Tahun 2003, Pasal 25 ayat 2 dan Pasal 70)

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iv

ABSTRACT

Choirul Huda Tommi Prastawa Kusuma, 2014. **The Role of Voucher Sales Information System for Hotel Reservation (Case Study at PT KAHA Tours & Travel Branch Offfice Malang)**, Kertahadi, Dr. M.Com and Drs. Riyadi, M.Si, 135 pages + xiii.

PT KAHA Tours & Travel is one of the companies engaged in the tourism sector in Indonesia. KAHA Group which is the parent company has many excellent products that are ready to attract customers to join and use its products. One of the flagship products of KAHA Group is KAHA Hotel Reservation. This product is equipped with internal reservation information system that enables all activities relating to the reservation of hotel vouchers to use this system. In practice, online reservation information system run by the entire sales executive in all branch offices, including PT KAHA Tours & Travel Malang branch offices. It can be the main attraction for most people because of the ease of service Malang use ensures internal reservation system the customer gets the room before getting to the destination.

The purpose of this study was to determine the general idea of the sales information system for hotel reservation voucher that has been implemented in PT KAHA, seen from the observation of procedures performed in a day of sales activities - day. The study also describes the extent of this role is to support the system's performance in the completion of a sales executive duties. Is the use of internal reservation system is an increase in sales and hotel vouchers any constraints experienced by a sales executive in the implementation of the internal online reservation system. The method used in this study is a descriptive study with a qualitative approach. Data collection methods used was observation, interviews and documentation are carried out to the four employees of PT KAHA Tours & Travel branch office in Malang.

The results showed sales information system for hotel reservation voucher has been applied PT KAHA has been going well. PT KAHA Tours & Travel reservation information using internal systems to support the process of selling the hotel voucher. This system is online and can be accessed only by relating to the sale of hotel vouchers only. This system has integrated so as to connect all sales transactions hotel voucher from the center to the branch office. Besides the internal reservation information systems, PT KAHA also has an online hotel reservation system on the website www.goindonesia.com. By using this Internal Reservation Information System, all activities can be run better sales, daily sales reports automatically be recorded in the system and can be viewed by the central office. This system also affect the increase in sales of hotel vouchers because most consumers choose to perform a reservation using an electronic voucher for more efficient and obtain guarantees room.

PREFACE

Alhamdulillahirabbilalamiin, many thanks to ALLAH SWT, that grace and have guide the researcher to finish the minor theses entitled as " The Role of Voucher Sales Information System for Hotel Reservation (Case Study at PT KAHA Tours & Travel Branch Office Malang) "

This Minor Thesis is a final project to complete with the requirement to get the degree of Bachelor of Business Administration at Faculty of Administrative Science.

It is really understood by the researcher that in the process of writing this minor thesis has involved so many parties that give a support, suggestion, criticism, and also encouragement during the research. That's why, the researcher would give thanks to

1. Prof. Dr. Bambang Supriyono, M.S, as the Dean of Faculty of Administrative Science, University of Brawijaya.
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vi

TABLE OF CONTENT

LIST OF PICTURE

LIST OF APPENDIX

CHAPTER I

INTRODUCTION

A. Background

Information is a valuable asset and has an important role for an organization or a company. This information through data processing both internally and externally processed and result in data that is required by all levels of management in an organization that will serve as a benchmark for the level of an organization development. The definition of the role of information systems is as a collection of components within a company or an organization associated with the process of creation and streaming information, is absolutely necessary as a supporting factor.

The rapid progress of computer technology at this time make computer as a data processors are reliable in both of application field. In other side of travel, especially travel agencies both of domestic and international, development rapidly. In daily activities, computer technology means to support sales activities for the travel products such as travel agency, tour tickets and hotel voucher. In this case, the computer roles a media to data process and can be used in the field of travel among them as one of its information to the customer related to the products of travel itself and is the medium for the data publisher to the customer booking plane tickets, tour and hotel voucher.

Tour and Travel Agent has the main function as a travel agency that are to serve and assist the process of activities conducted both individual and group of travel, both in terms of relating to the business as well as tourism. In this development, tour and travel agents not only perform services in the field of airline tickets, ship or long-distance buses. Nowadays, service tour travel agents had penetrated on a tour package tour services, hotel reservation, either domestic or international. Therefore, a system management both airplane tickets, tours and hotel voucher sales is a very important role of the system's service agent or a travel agency. In this case a more specific is the reservation process management system of hotel vouchers on sale at a travel conducted by the division of marketing. Management of the process of reservation hotel voucher includes the procurement, receipt, storage, distribution and services directly to consumers. Therefore, the activity will run optimally when done with good management.

In practice, a travel agents must use system information, which the system can support the marketing division effectively and efficiently. The role of voucher sales information system for hotel reservation by the marketing division of the travel agent can be divide into 2 (two) way; intern system (offline) and online system , each running with endorsement by the information system itself.

The role of the information systems is not always related with computer technology, but does not cover the possibility of the development of the times, in the implementation of the information system still related to computer technology. This case will affect a positive effect, because the management

process in an organization will run more effectively and efficiently with the support of the information system itself.

Information system means a system in an organization that provide daily transaction processing needs that support the organization's operations function with activities that are managerial strategies to be able to provide the data necessary data (Sutabri,2003). The information system is expected to help an organization's performance in carrying out its business activities. Similarly, in a service organization.

In the era of increasing information systems, a technology becomes more important in society and applied to all aspects of life, especially in daily business activity. To implement the daily business activities management required information technology that supports the passage of the information activities.

The development of rapid information technology is caused of complex competition to be complex. Therefore, information required in a competition to be quickly and accurately to ensure that the company's activities can be done as optimal as possible. Companies that do not provide the planning strategy in mature information that's may have trouble in the future particularly the integration of data and information.

PT. KAHA Tours & Travel branch Malang also perform information processing based on a operational computer in the organization, particularly on the system of sales hotel vouchers to consumers, either manually or online.

PT. KAHA Tours& Travel Service Company is one of the travel agencies that implement system of information on its business activities. The use of computer technology as the facilities and increase performance in data processing that has been used in the process of its own travel agent service to customers, especially in the reservation booking process hotel voucher.

Customer who have an account with the busy work schedules outside the city, both in terms of business or just on family vacation, helped by the existence of a system information that play a role in support of the process of reservation sales voucher. It is also help PT. KAHA Tours& Travel to market their products, namely the sale of hotel vouchers. It would be profitable for the customer to obtain more economical price than published price hotel directly; the process to book a hotel voucher to PT. KAHA Tour & Travel is also easy with the support of information systems, because its play a role in the process of booking reservation hotel voucher. Sometimes, the customers and PT. KAHA Tours& Travel did not requirement meet directly to do booking a hotel voucher, only through transfers, the customers can immediately receive a hotel voucher which will be used by customer. It also helps PT KAHA in marketing one of their products, in hotel voucher sales. It is very beneficial for the customer than gain a more economical price than published price hotel directly, the process to make booking hotel voucher to PT KAHA is also very easy with the support of a information system that use a role in the process of booking reservation hotel voucher. Sometimes, between the customer with PT KAHA not have direct face

to make booking hotel voucher, but only through the transfer, the customer can immediately receive a hotel voucher which will be used by customer. Moreover, by using online reservation system of the website PT KAHA will be easy to consumers in hotel reservations within 24 hours.

One of the benefits that can be gained from the use of technology in support of the passage of the management process. A suitable management has been conducting operations of an organization effectively and efficiently. In making a decision management must specify a precise and accurate decision. It will run effectively when supported by management information systems. This corresponds to Division marketing at travel agents. By using the application of the system of sales information on the process of hotel reservation voucher as expected fed decision support system can be help performance marketing travel agent itself in sales practically, therefore the service sales by travel agents hotel vouchers to consumers growing optimally. In other side, the information system of reservation process on the sale of hotel vouchers required to evaluate, fix , and improvement in line with the changing times. This is the underlying researchers those the title of *"The Role of Voucher Sales Information System for Hotel Reservation (Study at PT KAHA Tours & Travel Branch Malang) "*

B. Problem Formulation

Based on the background above, the formulation of the problem in this research are:

1. How the description of the voucher sales information system for hotel reservation that has been applied to the PT. KAHA Tours & Travel in intern system (offline) and online system ?

2. How the role of the voucher sales information system to support marketing division performance for hotel reservation at PT. KAHA Tours & Travel?

C. Research Objectives

Based on the above formulation of the problem, the purpose of this study is:

1. To get a clear description in accordance with the conditions in the field of voucher sales information system for hotel reservation in intern system (offline) and online system at PT. KAHA Tours & Travel.

2. To analyze the role of the voucher sales information system in order to support the performance marketing division for hotel reservation at PT KAHA Tours& Travel

D. Research Contribution

The results of this study are expected to have contribution for to several parties :

1. Practical aspects

    a. Author

    To determine the extent of the link between theory and practical application in the field or with the actual implementation. This study made a valuable experience to broaden their degree and knowledge, and meet one of the requirements for the Bachelor of Business Administration degree at the Faculty of Administrative Sciences at Brawijaya University.

    b. Company

    The results of this study are expected to provide input and consideration for the management of PT. KAHA Tour &Travel Indonesia Malang Branch in terms of system information on the actuating hotel voucher so that they can manage better information systems.

    c. Other

    This study is expected to be useful to society at large and also can be used as a material consideration and comparison in order to increase knowledge and also useful for researchers who will conduct research on the same object.

2. Academic aspects

    a. The results of this research can be used as additional knowledge about the process of management information systems and contribute on the importance of information systems.

    b. Can be used as a reference for those who do similar research.

E. Systematic Discussion

Discussion of this paper prepared by following the rules that apply writing. The systematic discussion of this in detail as follows:

CHAPTER I :   **INTRODUCTION**

This chapter present background, problem formulation, research objectives, research contributions, and systematic discussion.

CHAPTER II: **LITERATURE REVIEW**

This chapter present the basic theory and concepts relating to the subject matter covered and explain the sense understanding research related to the study.

CHAPTER III: **RESEARCH METHODOLOGY**

This chapter present how the research will be conducted on the types of research focus, sites location, data sources, data collection methods, research instruments and data analysis.

CHAPTER IV: **RESULTS AND DISCUSSION**

This chapter present the description general overview or profile of the organization and presentation of research results in the form of data, analysis and interpretation of the data obtained.

CHAPTER V: **CONCLUSION**

This chapter present the conclusions and suggestions of the results of the discussion in this paper.

CHAPTER II

LITERATURE REVIEW

A. **Empirical Study**

1. **Ongky Darmansyah Mekakau "Analysis Reservation Information Transport System Development" (2009)**

   This research background by the importance of the development of the information system of reservation, this is related to the tour and travel's company that required by the future related to achieve a better system, efficient way to deal with and serve the needs of consumers in the field of travel agencies. Based on the results of this study there are weaknesses in the existing information system. The weakness is that the input data can not fit into one category or reservation orders therefore the data collected into category, and output data on the reservation form does not appear in validate. Therefore, to improve the existing information systems become more optimal, then in this research is carried out transport information systems development by creating a prototype that fit and are associated with the development of the information system.

2. **Cindy Purnamarani &Dini Puspita"Information Systems Investment Analysis Method Using Information Economics at PT Karya Harapan Tours & Travel" (2010)**

This research practice by investment of companies in the field information systems with the aim to streamline business processes.Unusual, many found that the companies that have been investing system information thus suffered a. This may caused by several factors. While the development of increase of development tight information led the competition in the business field , especially in companies that take advantage of maximum information system to support the activities. On the result of this study, the researcher intends to reveal and evaluate Information Systems Investments that have been made by PT KAHA by using methods of information economics related with the calculation of investment costs incurred profits and losses, and other aspects of business and technology. The results of this study also explained that PT KAHA is a strong company because it has the support of information technology to support its business activities when viewed from several aspects related to the measurement that conducted bythe researchers on methods of information economics.

3. **Ricky Dwi Wijaya "Evaluation Online Reservation Information System Implementation (Studies in VIP Enterprise Malang"(2013)**

This research practice by the increase of important role of information in business activities that will be present benefits for the company. Information system using Internet technology has been wide applied to the company, there is no exception tour and travel services company this is required to evaluate of the system that has been applied to the company to

find out the strengths and weaknesses and provide of alternative solutions therefore the system can more optimally. The results of this study explained that the suitable reservation information system that has been implemented. However there are still some weakness in the implementation process related to the reservation. Furthermore, to make the development of a new system that expected to support optimal reservation process on the integration.

Comparative Research

No	Year	Research	Title	Result / Findings
1.	2009	OngkyDarmansyah Mekakau	Analysis of Information Systems Development Transportation Reservation	From this study, the obtained results online reservation system is a web-based development using the System Development Life Cycle(SDLC).
2.	2010	Cindy Purnamarani&DiniPuspita	Investment Analysis with Information Systems Using Information Economics Methods	PT KAHA is a strong company because it has the support of information technology to support its business activities when seen from when seen some aspects related to the measurement by the methods of information economics researcher
3.	2013	Ricky DwiWijaya	Implementation Evaluation Information System Online Reservation.	The results of the analysis that has been conducted shows that the implementation of information systems online reservation at the VIP Malang already well.

B. **Theoritical Review**

1. **Information System**

a. **Definition of Information System**

The system is a group of elements that are integrated with the same intent to achieve a purpose (McLeod,2004:9). Meanwhile, according to (Andi Kristanto,2003:2) defines the system is a collection of elements that are interrelated and work together to process the input to the input processing system to produce the desired output.

It can be concluded from the above understanding that the sense of the second system is a set of components that consist of elements that do no justice elements can be separated from one another to achieve a certain goal. A system must have the specific intent to apply. The purpose of the system is to achieve the goal; there is also a system that has the intention to reach the target. Business system is a system that aims to achieve a certain goal. While examples of systems that aim gets the target is a subsystem of the system throughout its own business.

According to McLeod (2004:55) information is data that is processed into a useful form for the wearer. According to LaudonandLaudon (2000:7) definition of information is information is the data that have been shaped into a form that is meaningful and useful to human being. Meanwhile, according to Davis (2002:28) as the information is data that has been processed into a form that is useful for

receive and real, a value which can be understood in the present and future decisions.

Of the three terms of the experts can be conclude that the information is data that is molded into a format that pick data meaning for the recipient to be a fact, and is a useful value if proven true and useful for humans.

According to Laudon & Laudon (2007:15) The information system is defined as a set of interconnected components, collect (or obtain), process, store, and distribute information to support decision making and control in an organization. According to Oetomo (2002:11) system information is defined as a collection of elements that are related to each other to be a one entity to integrating data, process and store, and distribute information.

Meanwhile, according to O' Brien (2005:5) information system could be a combination of any the regular people, hardware, software, a communications networks and data resources that collect, transform and distribute information within an organization.

Information system is a system created by humans which consists of components within the organization to achieve a goal of producing information (Ladjmudin, Al Bahra,2005:13)

Meanwhile, according to (Sutabri,2005) information system is a system in an organization that brings daily transaction processing needs

organization operation that supports managerial activities of an organization's strategy and also provide reports required by external parties.

So from some of the above it can be concluded that information systems are all things that are associated with information relating to the organization and further processed and processed in accordance with the applicable procedures required by all parts of the company or organization.

b. **Component of Information System**

Information system consists of several components which interact with each other to form a single entity and to achieve a goal. Components of Information Systems by Teguh (2004:18):

1) Block Input
Block input in an information system includes methods and media to capture the data to be entered, can be the form of basic document.
2) Block Model
This block consists of a combination of procedures, logic and mathematical models that serve a particular output for manipulate the data.
3) Block Output
Block output in the form of blocks of data output such as document output and quality information.
4) Block Technology
Blog technology used to receive inputs, run the model, store and access data, generate and send the output as well as help control of the system as a whole. This block is a component that aids facilitate the processing that occurs in the system.
5) Blocks Database
Is a collection of data related to each other, stored on computer hardware and software to manipulate it.

6) Control block
   Include the issue of control of operational system that act to prevent and handle error/failure of the system.

c. Implementation of Information System

Implementation of system activity information is summarized data that has been stored in the database. The core of the system information is how to turn raw data into useful information for decision makers. In the pyramid of corporate information, there are three levels of data into an information management. The first level of transaction data, here for the first time put into storage devices in computers (databases), and this process is called data entry. The second level is at the time of data derived from a variety of sources entering the consolidation phase. In this system, all data collected centralized and consolidated to the other, and this process is called data warehousing. The last level is currently processing the data into information that is relevant to the user system.

The process that occurs is summarizing activity data that has been stored in the data warehouse. A summary of that data will continue to be summarized in accordance with the information required by the division on it until the top level. After that, based on the summaries information from managers underneath, top level managers make managerial decisions that will affect the level in the middle.

2. **Sales Information System**

    a. **Sales**

       Definition of sales by Henry Simamora (2000 : 24) states that sales are prevalent in corporate revenues and a gross amount charged for goods and services.

       Definition of sales according to Kotler (2006 : 457) is a process by which the needs of buyers and sellers needs are met, through an exchange of information and interest.

The concept of selling that:

    1) Consumers tend to by nonessential goods

    2) To want to buy , consumers need to be influenced by a tool that can increase buyer interest

    3) The task of the company is dancing the interest and attention of customers

    b. **Classification of Sales**

       Sales transactions according to La Midjan (2001:178) can be classified as follows:

    1) Cash sales
      Sales are conducted in a manner of goods will be given to the buyer if the payment in accordance with the price of the item has been received.

    2) Credit Selling
      Credit sales invoices or receipts will lead to the sale within a period agreed between the sale and the buyer, which is usually a term between 14 to 30 days.

3) Tender sales
Sales are conducted through a tender procedure to meet the demand for the purchase of the tender opening
4) Export Sales
Sales transactions with overseas buyers who import goods
5) Sales on Consignment
Consignment selling to buyers as well as sellers who, if the goods are not sold will be returned to the seller.

c. **Sales Information System**

Sales is one important part of marketing, because one assumes that sales are still needed. According to Kotler (1999: 100) Sales information system is a system that consists of a collection of people, equipment and procedures that combining a work machine (the computer) and the man who presents the accuracy of the information for the users in making informed decisions to solve problems within the company.

The basic concept of the sale of the consumer society that if ignored usually will not buy a product organization must undertake an aggressive sales effort. Sales activity is very important in the overall Integration effort. Because along with increasing sales volume will increase revenue Integration.

Sales information system is a collection of information that supports the process of fulfilling the needs of an organization is responsible for providing sales information and transaction data in an interrelated unity poses between sellers and buyers and with - the same aim to earn profits.

d. **Purpose of Sales Information System**

Sales information system is one of the most important information on a system the company generally. Sales information system aims to help managers in a variety of things such as:

1) Assist the management in decision making.

2) Management can receive more frequent and detailed reports.

3) Management can monitor the performance of products, markets, employees, sales and various other marketing units.

Information system sales is very instrumental in every company, so that the activities of the sales made to quickly and accurately completed and the information presented can be timely in times of need.

e. **Role**

Definition of the role according to Soejono Sokanto (2002:26) is " the role of a dynamic aspect of the position (status). If a person exercising the rights and obligations in accordance with his position, then he runs a role. "

From the statement , it can be concluded that the role of a pattern of behavior is expected to be done by a person in accordance with the duties and responsibilities of the job or in the field of system concepts related to how a person managed system that contribute to the business activities carried on by the company.

f. Role of Information System in Organization

An Information System is a system that receives data as input and processes it into information products as output . Information Systems by Laudon&Gordon : Information Systems is part of the organization (Laudon&Laudon , 1995) . From a business perspective , an information system can be defined as an information technology -oriented solutions to the challenges of organization and management . The interaction between the IT organization units and other units is a major determinant of the success of the organization (Gordon, 2000) . Application of information systems within an organization must have a lot of advantages , in addition to faster processing time with information technology, technology can also save cost promotion and marketing . So no wonder many organizations are using this information system because it is more effective . The role of information systems in general including the following :

1. Minimize risk

Every job that we do must contain risk , as well as business . Every business has risks , especially relating to factors of financial factors . Given that information systems can at least reduce the risks that may be occurred

2. Reduce costs

   The role of information technology in a variety of efforts to reduce its operating costs will ultimately affect the profitability of the company . The company will be helped if applying the role of Information Systems .

3. Value -added

   Further the role of information technology is to create value for enterprise customers . So that the customer can be satisfied with the services or products offered.

4. Creating a new business arena

   The development of information technology is characterized by the rapid recent internet technology has been able to create a new competitive arena for the company , which is in cyberspace .

   Beside that, many kind of Role of information system in organization. So no wonder many organizations are using this information system because it is more effective .By Inansyah (2009) the role of information systems in general including the following

1. Improving Operational Efficiency

   Investments in information systems technology can help companies become more efficient operation . Operational efficiency to make the organization can run a low - cost advantage cost leadership .

   By investing in information systems technology , companies can also embed barriers to enter the industry (barriers to entry) by increasing the size

or complexity of the technology investment required to enter the market competition . In addition , other ways that can be reached is binding (lock -in) customers and suppliers by building new, more valuable relationships with them .

2. Introducing Innovation in Business

    ATM (*automated teller machine*) usage . automated teller machines in banks is a good example of technology innovation of information systems . With the ATM , large banks can gain strategic advantage over their competitors exceed that lasted several years .

3. Build a Strategic Information Resources

    Information system technology enables companies to build strategic resources to get a chance in a strategic advantage . This means acquiring hardware and software, developing telecommunications networks , information systems specialist hire , and train end users .

    The function of information systems are no longer simply processing transactions , information provider , or a tool for decision making . Now the information system can serve to help end users build managerial weapons systems that use information technology to address the challenges of intense competition. Effective use of strategic information systems presents a managerial end users with great managerial challenges. By Inansyah(2009)

g. Role of Sales Information System in Marketing

By using management information system , an organization or company can also monitor the performance of other companies or organizations that become competitors . Another advantage of this information system is an organization or company is able to conduct market research , analyze advertising , pricing policies in a rapid, precise, and accurate, can locate and contact customers quickly , which can pinpoint areas of strategic marketing , able to monitor the performance of marketing of the organization or the company itself , and customers can place an order on-line so it is very supportive in improving the quality of services provided to its customers .

By the importance of sales information system , the following will be discussed one by one on the benefits of a management information system to the field of sales . According to Dewi, et,al (2013) Benefits that include :

1. Supporting sales

An information system that supports the sale of the sale should be able to give you information on the sales personnel by Dewi, et. al (2013) the following:

1) Description of the product and performance specifications

2) Price of the product

3) Pieces price based on the amount of rebates and other product information

4) Incentives for salespeople sales

5) Sales promotion

6) Plan for customer financing

7) Strengths and weaknesses of the product - the product of competitors

8) History of the customer relationship with the company

9) Policies and procedures established by the company's sales

10) Product that has not been introduced

11) The level of product inventory

2. Analysis of Sales

System sales analysis information system is one of the most extensive and important of the bulk of the companies involved in the sale . The goal is to provide relevant information for analyzing the trend of product sales, the probability of a product , the performance of each local branch sales and sales, commercial and entrepreneurial achievements. This information was obtained from the sales order data entry system which is a large part of the transaction information and the actual sales made in the sales invoice. By Dewi, et. al (2013)

3. Consumer Research

Consumer research is the process of identifying the characteristics and habits of consumers products offered by the company . Information - information derived from consumer research activity is helping companies to serve existing customers and acquire new customers . This analysis may also affect the lending period and pieces, discounts given to customers . This research also can provide early warning that a competitor, particular competitor is a big threat to the customer a particular customer . This analysis often leads to negotiations between marketing managers and senior managers associated with the customer , especially on issues that are outside salespeople who deal, and directly with customers . For example, on product specifications .Dewi, etal.(2013)

4. Market research

Market research is a broader research of consumer research in the sense of focusing on the overall marketing location for the product company's products . Market research aims to assess the overall size of the market for each product line , as well as for each product in a product line . Market research is usually done for short term and long term.

The need is very important information for the analysis of the potential market is information about the economy and trends - economic trends and

influences that may occur from the trend towards demand for products , information on past sales and trends sales for the whole industry, and information about the product - competitive replacement product . Dewi, et. al (2013)

5. Research Competitors

A company should gather as much information about the number of competitors, where information about the specifications of the product covers - product of its competitors, strengths and weaknesses of competitors' operations, and customer service levels at the discretion of the customer's competitors, structure and financial strength of competitors, and plan on new products, goals and marketing strategies, promotional plans of competitor products, and reactions that may occur from the company's plans. The information is required so that the company is able to develop a strategy that is more powerful than its competitors so as to remain competitive in the market .Dewi, et. al (2013)

6. Increased Promotion and Advertising

The promotion and advertising of information systems should be able to be a repository of information that helps managers in making promotion and advertising by way learn some vital lessons from the past . By organizing and analyzing this information in a systematic, a company can establish what

kind to know body style of the marketing site . So that an increase in promotional and advertising can be tailored to the style of the marketing location . By the way as a product of the company that would be known to consumers faster .Dewi, et. al (2013)

7. Development of New Products

With research involves analyzing a new product that allows the opportunity for new products and also concerns about evaluating the preferred specification and enable market success . The effect of new product development is expected to raise the customer satisfaction , and more interesting than the customer's interest . New product development is implemented as an attempt to overcome saturation of a product .Dewi. Et. al (2013)

8. Estimated Sales

Estimated sales is among the most important activity in many companies , and for the company forecasts sales of information systems must be developed as best as possible. The sales forecast that concerned with the future will come increasingly difficult because concrete information about future numbers are very little so very vulnerable by Dewi, et. al (2013) . Basic information required in the sales estimates is:

1. Sales of previously . This information is provided by sales system analysis information

2. Market conditions

3. Activity competitors

4. Plan for the promotion and advertising

9. Product Planning and Product Pricing

By the product planning information on most of the marketing activities that determine the direction and focus of the company. For example, product planning section provides information on the part of the sales and other sales strategies and other. Besides product planning product also decide - what new products will be introduced and removed or provide information related to the product development section . So the product out of the market are always up to data always interested in the community , and does not cause saturation .

While the pricing of a product is a complex managerial activity is influenced cost of production , customer demand, market psychology, the price of competitor products , and various actions taken by competitors . In determining the price of a product a company must do it very carefully and thoroughly because this activity is important activity at all . When a firm one in the pricing of products , it can be ascertained that the company can not survive long .Dewi, et. al(2013)

10. Expenditure control

Expenditure control in an enterprise is very important because it is related to financial control plan - plan future activities . Expenditure control is also closely related to the profits to be pursued by the company on production - the production of which has been marketed . Financial control can be done by making a book or a list of expenses that the company then issued in the company 's financial statements . Given this expenditure control , the company is able to determine the actions - actions related to the ratio of expenses and profits . In addition to financial control is also a company capable of avoiding a situation that called losses, by Dewi, et. al (2013)

i. **Role of Sales Information Systems for Reservation**

Sales information system is one important part in the operation of an enterprise. Making or setting a sales information system acts to assist in the implementation of data recording sales transactions.

Sales information system is a collection of information that supports the process of fulfilling the needs of an organization is responsible for providing sales information and transaction data in an interrelated unity poses between sellers and buyers and with - the same aim to earn profits. Information system in this case acts as a medium or a means to simplify the process of interaction that occurs between the seller and the buyer, for

example in the case of hotel reservation voucher to ensure that consumers get the room in accordance with the time specified on the reservation.

By the role of voucher sales information system that apply in hotel reservation, it can make possibly that the marketing division in office. For example in tour travel can participate to doing about the task and responsible to make easy about the transaction between customer and marketing.

By the development of voucher sales information system it is make possible a company to help and support about business activity and help to finish about the responsibility all staff in company. Especially in tour travel organization, many kind of product of tour and travel that need about information system to support and make easy to handle about the selling product for example airline ticket and hotel voucher.

3. **Electronic Commerce (E - Commerce)**

   a. **Marketing**

   Marketing According to Kotler (1997: 6) is a social and managerial process that makes individuals and groups obtain what they need and want through creating and exchanging products and value reciprocal with other people. According to Fuad (2000: 119) Marketing has a function find the goods and services needed by humans as well as sell goods and services to the consumer is at the desired time, at an affordable price but still profitable for the companies that market.

From two terms above can be deduced about the definition of marketing is the process of fulfilling the human need for something and the fulfillment of reciprocal manner between services and products to get a profit.

b. Marketing Mix

Definition by Kotler on Marketing mix is a device that can be controlled tactical marketing - product, price, distribution and promotion - are combined by the company to produce the desired response in the target market. And by Fuad (2000: 128) is a marketing mix activities integrated and mutually supporting one another. The company's success in the field of marketing supported by the success in choosing the right product, decent price, s groove behind the distribution, and effective promotion.

According to Fuad (2000: 128-136) The marketing mix variable is classified into 4 "4P" is

1. Product

Product are goods or services that can be offered in the market to get attention, demand, use, or consumption that can meet the desires and needs. Making better products oriented on the market or a desire; consumer era.

2. Price

Price is the amount of compensation (money or goods) that are needed to get the number of combinations of goods or market.

3. Distribution Channels

Distribution channel is the channel used by the manufacturer to supply products to the consumer. Distribution channel is important because the goods have been made to consumers through dealers (sub - agents, grocery store, and others)

4. Promotion

Promotion is part of the marketing mix which has a significant role, promotion is an activity that the company is actively done to encourage consumers to buy the product.

c. **Internet**

Internet technology is very important elements to support distribute process information from one place to another. Definition of Internet according to (Hariningsih, 2005: 8) "…is a virtual world of computer networks (interconnection) are formed from billions of computers around the world.In this modern era, the internet has become a mandatory requirement for all people as one of the tools of information and communication major.

Internet users from all walks of life began to also include small children, teenagers, students, college students, adults, working people; the elderly up to a certain agency has used the Internet to meet the need for information. This is because the use of the internet tend to be easy to understand and easy to access. The following is a function of the internet:

1) Online News, in business and administration activities, the internet can reduce the cost of paper and distribution costs

2) Means of Information and Communication is very effective, fast, and inexpensive

3) E-Government, accelerate the exchange of data and information governance

4) E-Commerce, the Internet facilities to the needs of commerce

5) Internet Banking, facilitate banking transactions over the internet

6) Internet is a medium that really helps a collaboration that is usually constrained by space and time. Through the internet, we can do a conference call with all parties wherever they are.

d. Electronic Commerce (E-Commerce)

Electronic Commerce by Suyanto (2005: 8) is a new concept that can be described as the process of buying and selling goods or services on the World Wide Web or the Internet buying and selling process or exchange of products, services, and information through information networks including the Internet.

According to Electronic Commerce (McLeod, 2004: 47) explained that trade via electronic networks (e - commerce) is use of computers to facilitate all internal and external operations both operations.

So it can be concluded that the occurrence of electronic commerce is the process of buying and selling goods or services over electronic networks or the Internet.

e. **Classification of E-Commerce**

Suyanto's opinion (2005: 45) classification of E - Commerce is based on the nature of common transaction. Here is the type of E - Commerce

1) Business - to - Business (B2B)
   This type is applied in a lot of E - Commerce. This type includes inter-organizational transactions conducted in the electronic market. For example Wall - Mart with Warner - Lambert.
2) Consumer - to Consumer
   This is an individual transaction with the buyer. The typical buyer is a consumer at amazon.com, or a customer.
3) Consumer - to - Consumer
   In this category, a seller directly to other consumers.
4) Consumer - to - Business
   Included in this category are individuals who sell products or services to organizations and individuals who are looking for sellers, interact with them and agree on a transaction.
5) Non business E-Commerce
   Many other non - business as academic institutions, organizations and other social organizations others who use various types of e - commerce to reduce costs or improve the operation of public service
6) Intra business (organizational) E-Commerce
   Are included in this category are all the internal activities of the organization, usually run on the internet that involves the exchange of goods, services or information. Activities covered can vary the levels, the company began selling products to online training to workers and reduce costs.

According to Laudon and Laudon (2005: 163) E-Commerce is divided into three types

1) Business to Consumer e - commerce (B2C)
   Include retail products and services for individual consumers
2) Business - to - business e-commerce (B2B)
   Includes the sale of goods and services between businesses electronically
3) Consumer to consumer e - commerce (C2C)
   Include consumers who sell directly to consumers.

f. Benefits of E-Commerce

According to McLeod (2000: 61) companies implement e - commerce in order to achieve overall organizational improvement. Repair - This repair is expected to be the result of three major benefits:

1) Improvement of customer service during before and after the sale.

2) Improving relations with suppliers and the financial community

3) Increase economic returns on investment of shareholders and owners

Additionally, Suyanto (2005: 50 -52) outlines the benefits of trade electronic into two parts, namely

1) Organizations benefit obtained
   a) Expanding the market place to the national and international
   b) Lowering the cost of manufacture, processing, distribution, storage and retrieval of the information using paper
   c) Allow a reduction in inventory and simplifying overhead with pull type of supply chain management, the process starts from customer orders and manufacturing use just - in - time
   d) Reduce the time between capital outlay and acceptance of products and services

e) Support business process reengineering

f) Reduce telecommunications costs - the internet is cheaper.

2) Benefits of electronic commerce for consumers

a. Its Possible to customer shop or conduct transactions 24 hours at each location.

b. Provide more choices to customers, they can choose a variety of products from many vendors.

c. Can compare various items quickly.

d. Especially products that are digitized to make faster deliveries.

4. Reservation

a. Definition of Reservation

Reservation is an electronic process of a wide range of travel products such as air tickets, hotel room, or an amusement park admission tickets are still available for booking and to subsequently purchase by a person making a reservation at a company Tour and Travel.

According to Baker et al, (2006:63), in the context of hotel reservations booked a room means (property) by the troubles people guests and they include the type of room you book is clearly for a number of people in a specific time period. According Soenarno, (2006) The means used to make reservations is:

1) Reservations by Mail
2) Reservation via Telex
3) Reservations by Phone
4) Coming Reservation Direct
5) Reservations via Internet
6) Reservation via SMS
7) Nature reservation

b. Function of Reservation

Reservation not only separated from the functions and duties of the reservation. The reservation function according to Munavist (2010) is:

1. Selling a product with a way of doing technical sales

2. Promote product and hotel facilities

3. Maintain knowledge about products and services that exist in the hotel such as the price and promotions, special pricing etc a good relationship with guests as well as to anticipate guest needs.

4. Establish good relationships with guests as well as to anticipate guest needs

5. Record and process bookings made with a variety of media

6. Accepting room reservations in waiting list

7. Process change room reservations

8. Record the method of payment is set up specifically for groups and conventions

9. Doing the precautions to avoid a no show guests.

10. Requesting approval or finance manager for booking the room that wants payment credit.

11. Creating a reservation reports

12. Archive the booking data accurately.

c. Benefit of Reservation

Reservation have a benefit to many aspect, according to Munavizt (2010) including :

For travel agents:

1. Can know with certainty the certainty of customers/travelers who are prepared to do the tour days later

2. Can calculate with certainty the price of tour packages (if ready made tour), thus preventing the price of mistakes.

3. Can preparing the special requests from travelers

4. Can prepare rooms for guests according with the booking date, and ascertain whether the room was full or empty.

5. Additional facilities to prepare everything outside the hotel, but guests motion in demand.

For tourist / hotel guests

1. Can prepare everything carefully before the tour conducted

2. Facilitate the tourists have certainty over who ordered the tour

3. Can predict that costs will be incurred for travel

4. Make it easy for guests to get a room

d. Procedure of Reservation

Receive the request in advance of the room is an activity or process of collecting information or data about the nominee and the

person who made the booking room. As for the reservation procedure, according to Munavizt (2010) including:

1. The type and number of rooms desired

2. The number of people who will stay

3. Date of arrival and date of departure

4. Name of guests staying at the hotel

5. The name of the customer or the person who can be contacted to follow up leads on room booking information

6. Name of company or travel agency

7. Address and business phone number

8. details of arrival

9. Payment methods are used

10. Special request

e. **Characteristic of Reservation**

There are various properties of the reservation itself, according to the certainty of getting place, there are two kinds of reservation is reservation and six Guaranted p.m reservation (Soenarno : 2006).

1. Guaranteed reservation
Is a place that has accompanied reservation deposit in the form of money or credit card. With the room guarantee ordered can not be taken over by another guest.
2. Six p.m. reservation
Is a reservation that is not guaranteed. Guests simply book a place with no warranty as sign so reservation. Because no warranty , in case anyone else is looking for a room and no one else can offer room , the

hotel can not be blamed if the room were ordered to hand over others because there are no formal ties between the hotel with the buyer.

By the time the reservation , that there are two kinds reservation normally same day reservation and reservation.

1. Same day reservation
   Is booking a hotel room in the same day . The weakness in this order is not in accordance with the availability of rooms desired .
2. Normal Reservation
   Booking a hotel room is made a miraculous day before guests arrive. This way guests can be more flexibility in choosing the type of room that suits their wants and needs.

Based on the number of people who reserve a seat, there are four types of reservation.

1. Individual reservation
   Reservation is made in person or individual, whether for one person, two people or one family
2. Group Reservation
   Is room for group bookings, can be booked for one person or a certain group of people
3. Corporate Reservation
   Is the reservation by one person for everyone - people in the office.
4. Travel Agent reservation
   Reservation is made by a travel agency. People who stay have given vouchers to travel agents and then the travel agent to book a place chosen hotel. In this case the travel agent will benefit from the price difference.

Based on the room reservation status can be divided into:

1. Confirmed
   The rooms were booked there and can be given. For the warranty applicable warranty will be given numbers booking. This code number is automatically included in the computer system. Thus to claim the rooms, guests only need to show proof that confirmation. Another confirmation letter confirming the date mentioned there in, number of rooms, room rates and length of stay in hotel.

2. Tentative booking

        Which made a guest which already provide the address and identity but Keith warranty of any kind. Departure date and departure of guests has not been determined. Such that in the category of tentative or provisional booking. The status of the reservation will be confirmed immediately changed.

3. Waiting list

        Is a result of the conditions in which all the hotel rooms have been booked but there are still doing the reservation. In these circumstances the hotel staff would weigh - wondering whether the future really hotel - completely full or there is no possibility for a full. Inserting a waiting list means that in inserting a row waiting list that will be obtained when there is subscriber room canceled.

f. Reservation Information System

    Reservation information system is a system that manages data and presenting information facility booking facility at any given time. According to Kadir (2003:278) defined a reservation system integrated information technology tools to support the implementation of the reservations and departure schedules. By using technology information, will make easy someone who has an activity or activities with high mobility in terms of hotel reservation voucher to book a room.

    Reservation information system works when there is interaction between customer and travel agency. At that moment the reservation process occurs. At the time the reservation is made, the hotel is expected to receive reservation committed and ensure that the room is available when guests will book it comes. Because it occurred cooperation between the hotel travel agency associated with the company.

g. **Voucher**

Understanding Vouchers In Essence is a voucher that is shaped like a coupon or document obtained after making the reservation and payment process or can be obtained free of charge that can be used to obtain goods or be in accordance with the applicable provisions stated on the voucher.

More specifically voucher is a coupon that obtained after making the reservation and payment services regarding the use of a room in a particular hotel to Tour and Travel Company which can then be used by the customer to get a hotel room service facilities in accordance with term and condition listed on Vouchers the hotel.

h. **Travel Company**

In general, a travel company is a tour and travel services company specializing in services and booking flights, airplane tickets, ships, trains, providing services including hotel bookings. The company also provides tours and travel information and advice on points of interest such as climate conditions, political situations and others. In addition, tour and travel companies also provide services on the purpose of travel documents such as passport and visa. Tour and Travel Company also has two (2) main functions, functions of intermediaries and organization function. The definition of an intermediary function here is a travel tour company and serves as one of the media as a promotion to increase in certain regions due to introduce a certain attraction to tourists so inviting tourists to visit so as to increase the income of

the area . The second function is as an organizer in the tour and travel company offers a role for tour packages travel to a particular area so that will boost the economy in the tourist area due to the interaction between the strong economy rating with the businesses in the tourist areas are like restaurants, hotel. Services that are offered on the tour and Travel Company:

   a. Domestic and International Ticketing.
   b. Tickets Naval.
   c. Bus and Train Tickets.
   d. Admission Theme Park family travel Domestic and International.
   e. Package and voucher hotel Domestic and International Travel

i. Hotel

Hotel means the place, building that have a purpose and business activity to get profit by room stay to customer with the tariff from the room type. In addition, the hotel also has other facilities that support for the improvement of the quality of service the hotel itself. Hotel has a predicate of 1-5, the more predicate has, the more the facilities provided by the hotel to the customer.

It can be concluded that the hotel is a building having an accommodation facility provided to the customer stays with the tariff and has support facilities in accordance with the level of predicate-owned.

5. Data Flow Diagram (DFD)

Data Flow Diagrams focus on the data flowing into and out of the system and the processing of the Data (Kendall : 2011) . DFD is a tool in

describing or explaining logical system running . Data Flow Diagram is a tool -oriented system design data flow with the concept decomposition can be used to design the system so that the depiction of the analysis can be used as a means to facilitate professional communication by the system to the user or the manufacturer . Data Flow Diagrams (DFD) has several main components , namely an entity outside of the environment outside the system that can provide input into the system or accept the output of the system in the form of people , organizations or other systems . Process , an activity that processes input into output . The flow of data in the system , is a stream of data coming from the input and then processes and between processes and data stores . While in storage , an output or storage in a database and is usually shaped table . Data Flow Diagrams (DFD) there are three levels :

1. Diagram context, describe a large circle to represent the entire process is contained in a system .

2. Diagram Zero (diagram level - 1), Is a large circle representing a small circle in it

3. Detailed Diagram, Is a diagram that describes the process of what is in the diagram zero

Can be concluded from the above explanation that the Data Flow Diagram is a data stream that consists of inputs, processes and outputs that

have interrelated depicting the flow of system data that is useful for understanding the work flow in the system itself

6. Flowchart

An image or chart showing the sequence and relationships between the process and its instructions. This description is expressed by the symbol . Thus each symbol illustrates a particular process . While the relationship between the process described by a hyphen (Andreyanto , et.al.)

Flowchart is the first step of making a program , with the sequence of the process flowchart of activities become clearer and more understandable among programmers with a user . Including the type of flowchart system flowchart , flowchart document , schematic flowchart , program flowchart and process flow chart .

The system flowchart is a diagram that shows the flow of work in the system. This chart describes the sequences of procedures - procedures that exist in the system. System flow chart shows what is done in the system .(Zazuli , et.al.)

From the above it can be concluded that the flowchart is a diagram that shows the flow in the logic of a program that aims to facilitate the understanding of the logical design of a system . System flowchart shows the sequence of procedures contained in a system that is being implemented in order to be easily understood system works logically

CHAPTER III

RESEARCH METHOD

A. Types of Research

Research is an clerical process that begins and phenomena of interest to know the specific, such as interests may arise due to the design of readings, discussions, and seminars or observation. In order to achieve the research objectives and obtain accurate results, need a research method in accordance with the object of scientific study that is the focus of research.

This study use descriptive research method. According Supardi (2005:28) description research activities are about to make a picture or trying to describe an event or phenomenon systematically, with the preparation of accurate factual. Meanwhile, according Moleong (2003:6), is a descriptive study of data collected in the form of words, pictures, and not numbers.

In this study, uses a qualitative approach. According Moleong (2011 : 6) qualitative approach is an approach that aims to understand the phenomenon of what is experienced by research subjects (, behavior, perception, motivation, and other actions - other) in a holistic manner and by way of description in the form of words - words and language, in a specific context in which the natural , and by using various scientific methods.

This study uses a range of case study research is a research strategy that examines in detail above a certain background or subject. This study is one type of qualitative research approach in which researchers conducted in-depth exploration of the programs, events, activities, processes, towards an object. This type activity bound by time and the researchers collecting data in detail using the data collection procedures and in continuous time. This study used a single site study, is a qualitative study involving a single site (place) by analyzing some of the problems that exist within the site. Researchers have attempted to analyze the problems that may be found in PT KAHA Tours & Travel Malang branch offices as a single site in this study.

This study, researchers provide a general overview of a particular phenomenon of systematic that present factual and accurate information on the role of an information system that has been applied to the Tour & Travel Office and was associated with the theory underlying this research.

Researchers using qualitative descriptive research to clarify the picture of voucher sales information system apply at PT KAHA Tours & Travel. Through a qualitative approach, researchers become more interacted with the facts being investigated. The results of the study are described by presenting quotations - quotations obtained from the collection of data, then analyzed and interpreted based on theory, and drawing conclusion.

B. Research Focus

The focus of the research is important in determine the steps that will be implemented in the study. By focus of the study will be obtained using a general overview of the whole object or situation under study. According Moleong (2006 : 297) research focus is the determination of the issue into the in a study. In addition, the determination of the focus of research aimed to limit the study to smaller or narrower that can concentrate on the exiting studied. And can filter future information in accordance with the required information effectively researchers.

The focus of research is to determine the issues that concerned in this study. The focuses in this study are:

1. The voucher sales information system for hotel reservation that has been used in PT. KAHA Tours and Travel in offline (intern system) and online system

2. The role of voucher sales information systems for hotel reservation in order to support the performance of marketing division at PT. KAHA Tour and Travel.

C. Location and Site Research

In this study, the chosen location is the office of PT. KAHA Tours and Travel Malang Branch in Basuki Rahmat Street, 35 Malang . The study was based on the consideration that this site or the location of the venue allows to

obtained data or information that is accurate and relevant to the research problems.

D. Data Sources

Data source of information that provide information about the data needed research. To obtain the necessary data in this study, the researchers collected data or key information based on the research focus has been set. From this key information to further proceed with the next update of information gathering.

1. Primary Data

   Key information in accordance with the focus of this study is the employees at the Office of PT. KAHA Tour and Travel Malang more competent in order to provide information through the interview process with regarding to the information required and the accurate data relating to the planning, process, and responsibility in the system which supported the exiting booking process reservation hotel voucher that has been applied to the branches of PT. KAHA Tour and Travel Malang itself.

2. Secondary Data

   Secondary data , needs documents that are open not include on internal documents at the office of PT. KAHA branch Malang is also one of the secondary data that serves to clarify the nature and substance of the research problems and may be used for additional data sources .

E. Data Collection Techniques

The collection of data is important step in this study, because the data generated is expected to be used to address and solve the existing problems. To obtain the data for required information, engineering data collection performed by researchers include:

1. **Triangulation**

   Triangulation is an approach of multi method conducted by researchers at the time of collecting and analyzing the data . The basic idea is that the phenomenon can search well understood in order to obtain a high level of truth if approached from various viewpoints . According to Sutopo, (2006) the triangulation is the most commonly used for enhancement of data validity in qualitative research . Data triangulation research model that direct researchers in retrieve the data must use a variety of different data sources - different .

   1. Interview

      Is a data collection method by questioning or held a meeting with a person or with parties that are directly related to the oral (Supardi,2005: 121). By conducting a question and answer or direct interviews with informants to obtain information on the issues that taken by the researcher. The guest speaker is consider the key informants in accordance with the focus of research and it has competence in the field, namely the employees of PT. KAHA Tour and Travel Malang.

   2. Observation

Observation is data collection to observe on the subject or research object carefully and systematically (Supardi,2005:136). The data collection technique done object by direct observation in the field to see directly the research object. In this case, researchers will conduct observations of the Management information system that has been applied to the service of reservation voucher hotel PT. KAHA Tour & Travel in Malang.

3. Documentation

Documentation is seeking and obtain primary data through the inscriptions, manuscript archives (either in the form of printed matter or recording), figure or blue print, and so on (Supardi , 2005: 138).. By this data collection technique, researchers will obseve the documents or archives and then records or related to information system that supports the process of hotel reservation voucher methods at PT. KAHA Tour and Travel Malang

2. Validity of Data

By understanding Triangulation technique, its may utilizes data validation by checking and comparing the results of interviews of the research object (Moleong , 2004: 330)

The validity of the data obtain a level of trust, the data reveal and clarify the facts in the research location actual facts .The validity in qualitative research of the data is more in line with the research process as it takes place .

a. Credibility

Internal validity is a measure the accuracy the data obtained data with the instrument, whether the instrument measure the actual variable . Although the instrument does not measure the measurement or consideration , the data obtained do not correspond to the truth , Therefore the research results also may not responsible , or not qualify validity .

b. Transferability

External validation with respect to the generalization problem occured, where generalizations are formulated to other cases outside the study . In qualitative research , the researcher may not guarantee the validity of the results of other empirical studies on the subject . because qualitative research does not aim to generalize , in qualitative research does not use random sampling , but use purposive sampling .

c. Dependability

Dependability or reliability of the instrument is an index that indicates the extent the measurement device that resulted reliable or unreliable. Data

view the extent to the reliability of measurement results that remained consistent when performed over the same symptoms with the same gauge . To be able to achieve the level of reliability in this study , and doing with re-engineering or recheck .

d. Confirmable

Is whether the research results can be verified in accordance with the results of research in which data are collected and included in the report field. This is discuss the results of the study which did not participate and not related to research to be objective

F. Research Instruments

According Supardi (2005:141) the data collection instrument is a tool to obtain empirical appropriate and effective data. In support of the data collection process and obtain the desired data, the researcher uses the research instrument in the form of:

1. Researchers themselves are the primary data collection tool, especially in the process of interviews and data analysis. Where researchers can capture existing phenomena based on the focus of research of course.

2. Interview guide is a list of questions posed to informants. It is useful for the researcher guiding to collect the data, especially in the interview process.

3. Supporting devices include field notebooks and stationery that used to record, seen, and collect data in the research location. As a complement of field notes, the researcher also made use of recorders, in order to facilitate the course of interviews and research location conditions.

G. Data Analysis

According to Sugiyono (2005:244) data analysis is the process of systematic searching and compiling data that obtained from interviews, notes, and documentation, by organizing the data into categories, lays into the units, synthesize, organize into a pattern, choose which ones are important and which will be studied, and make conclusions.

Qualitative data analysis by Miles and Huberman (1992: 16) " the analysis consists of three events including simultaneously, namely data reduction, data display, and conclusion or verification. As for achieving these goals, researchers required to process obtain data through the following steps.

1. Data Reduction

At this stage, the researchers describe the general overview of the companies, namely PT KAHA Tours & Travel. Researchers also describe a general description of sales information system that is used by the data and information obtained from the results of observation, interview, and documentation in the form of reports. The reports will be reduced,

summarized, selected essential and necessary data related to researchers then choose a theme or pattern. Data reduction takes place continuously during the study. The data is reduced then it will be analyzed with the aim of describing the system is run for the next stage emergency basis. This data reduction perform after research, therefore complete the final report. Data reduction is part of the analysis. Data reduction is a form of analysis that describe, classify, direct, dispose of unnecessary, and organize data in a way such as providing the conclusion.

2. Presentation of Data

Researchers present an overview of the whole or certain parts of the study. The presentation of this data is a set of structured information that gives the possibility of conclusions decisions and taking action. An analyzer may see the existing condition, and whether determine draw the right conclusions or move on to analyze the problem according to suggestions by presenting useful suggestion. Data were analyzed and reviewed based on theories that have been outlined in the literature review. At this stage, the data have been obtained from the interviews are presented in the form of narrative text as well as data flow diagrams and flowcharts to explain the picture of the voucher sales information system applied to the PT KAHA Tours & Travel.

3. Interesting conclusions or Verification

Researchers are trying to describe the data collection from the conclusions outlined in the continuous process throughout the study. Preliminary

conclusions presented still provisional, and change if there are no strong evidence that supporting the next phase of data collection. However, if the conclusion is supported by evidence that is valid and consist, the conclusions put forward a credible conclusion. In a qualitative study, conclusion is expected to answer the problem formulation is formulated from the beginning, but maybe not. The problem and formulation of the problem in qualitative research is temporary and will be developed after the research is in the field. At this stage the researchers draw conclusions based on the analysis and interpretation of the data that has been done. Researchers analyze and interpret the picture, sales information systems voucher at PT KAHA Tours & Travel. The conclusion is supported by the evidence pointed investigators and interviews were consistent, resulting in conclusions credible. Researchers also provide suggestions that can be taken into consideration by the company itself.

CHAPTER IV

RESULT AND DISCUSSION

A. Company General Overview

1. History of the Company

PT KAHA was founded in 1993 on KH Mas Mansyur Street, Surabaya and is one of 11 subsidiaries under the banner of PT KARYA HARAPAN GROUP which introduced since 1975

KAHA Group is a company that engaged in the tourism sector which is known as the first wholesaler in Indonesia , supported by a network that is arround Indonesia makes KAHA be the best partner for the marketing of hotels and other tourist travel. KAHA continue to improve services and develop its network up to foreign countries , and with hopefully KAHA will fulfill travel market, corporate groups, as well as the agent .

Starting with small office , now a days PT KAHA has had dozens of branch offices and sales counters to serve the consumers of tourism in Indonesia

PT KAHA formed the business in transportation services, ticketing service booking plane tickets , booking accommodation needs with the system on-line, wholesaler, property, inbound & outbound, tour and event

management. PT KAHA until today has 55 branches and sales counters in cities - big cities like Jakarta, Bandung, Surabaya, Semarang, Yogyakarta , Solo, Bali, Mataram, Bangka, Palangkaraya , Pontianak , Batam , Palembang , Balikpapan , Makassar, Banjarmasmin, Medan , and Padang.

PT KAHA has over 1,000,000 loyal customers and collaborating with 700 hotels , villas and resorts throughout Indonesia . Even in 2004 , KAHA has contributed as much as 250,000 room nights for hotels and resorts throughout Indonesia and increased rapidly with the achievement of more than 355,000 room nights in 2005, more than 420,000 room nights in 2006 , more than 530,000 room nights in the year 2007, continues to grow present.

PT KAHA more than good relation with more than 700 hotels and resorts arround Indonesia and support hundreds of sub needed accommodation and air tickets agent. PT KAHA that located inJl . KH Mas Mansyur and has a sales counter in some region, especially in Jakarta and Surabaya . KAHA also has branch sales in PT KAHA Malang . KAHA Tours & Travel Malang branch was established on November 5th , 2012. KAHA Group branch office in Malang formed in tours and travel services of a travel package that provides both domestic and international travel , hotel vouchers , air tickets , rail , and park admission ticket playing family . PT KAHA Tours & Travel branch office has fulfill the society needs in Malang , especially in travel sector by providing the beset facilities and services.

2. **Location of the Company**

The Location of the company is important to determine the company's operational activity that will affect the achievement of the goals of the company. To choose the company locations, its required to consider some factors for company sustainability. KAHA Group always choose a strategic location which is at the center of business and in accordance with the target consumers at each branch office held . One of the branches of PT KAHA Tours & Travel in Malang is located at Jalan Basuki Rahmat No. 35 , Malang, East Java .

3. **Vision and Mission**

In the management of an organization's activities required a good concept and mission that carried out all activities and focus on the achievement. Vision is something to be achieved by the company in its business activities . While the mission is the goal to be achieved by a company in its business activities .

Company Vision

1. Being a strong and reliable company in the hospitality sectors in Indonesia and has the widest network that operates effectively and optimally .

2. Presenting a service company polite largest travel agency trade , speaking polite , and courteous work .

Company Mission

1. Making KAHA Group as the top choice of both domestic and international customers regarding services that are reliable , easy access to the area - the breadth , innovation and creativity are endless .

2. Developing cooperation with business partner on the basis of the broadest trustful partnership and mutually beneficial

3. Manage and develop the unit - a business unit self-sufficient and be able to work together in order to increase the contribution to the company .

4. Logos and Flagship Company

Figure 4.1 : Logo (Source : PT KAHA)

KAHA Group continues to spread its wings with the potential to develop a variety of business travel services , KAHA Group continues to innovate by forming a new division to serve all the needs of travel both within and outside the country , as a unity

5. **Product of Company**

PT KAHA Group has a wide range of superior products to meet the market needs in the tourism sector to contribute in business sector. Superior product that is managed by PT KAHA GROUP , including :

a. **KAHA Hotel Reservation**

PT KAHA has built a network with a wide range of hotels , both within and outside the country . KAHA has established cooperation with industry partners and travel reservation services around the world . By the strong relationships of the company in the industry travel and tourism , and also supported by sophisticated online technology and getting many adventages with prompt of services and competitive price

b. **KAHA Ticketing**

PT KAHA provide fast service and the price of tickets as their main products, because the ticket price offers varied and affordable , encouraging more customers who required a good flight for personal and business sector .

Technological development also help the realization of a low-cost ticket is an electronic ticket implemented in 2007 , it helped to reduce ticket prices and it also can provide efficiency for PT KAHA .

c. **KAHA Event Management**

PT KAHA also has a subsidiary company which is engaged in the management of activities . KAHA Event Management is a professional convention organizer is officially listed in the Indonesia Congress and Convention Association (ICCA) since 2005 .

Forms of activity management services offered by them are KAHA Event Management

1. The Professional Convention Organizer (PCO)

   This service handle request meetings, incentives , conventions and exhibitions and events

2. Leisure Services

   This is serving requests traveling and gathering good incentives for domestic and international

3. Event Organizer

   Organize and manage individual requests and events - corporate events and gatherings including being an organizer for sports programs and special interest

4. Marketing Communications

   This is managing the implementation of corporate events and PR strategic marketing communication

5. Human Resource & Training

This service providing assessment services , named Ego - valuation for the purposes of employee recruitment , promotion / fit and proper test , in - house training & outbound executive program

d. **KAHA Wholesaler Hotel**

KAHA Wholesaler hotel is a hotel reservation service for special agent to serve at home and abroad. KAHA prices offered by the travel agent to the competitive and varied . Price there are more than 1000 sub- agents who have joined both inside and outside the country . It is very helpful to support the smooth process of booking a hotel and supported by excellence free sale system that makes it easy for customers to get a quick confirmation . In addition , PT KAHA also supported with an online reservation system KHON - V3 where business partners will be able to print the voucher directly in their own place .

e. **KAHA Corporation**

Services division is formed in order to improve the quality of service of PT KAHA customer both individuals or groups with a high degree of mobility official trips at home and abroad and are always in required of ease and comfort in processing transactions trip .

f. KAHA International

PT KAHA has built a network with their partners not only in Indonesia , but also arround the world . By a strong corporate relationships in the travel and tourism industry , and supported by the development of online technology can take many advantages of service facilities and competitive prices . One advantage is that given the right time and order simply by connecting KAHA International Reservation prior to departure abroad . Therefore the customer will get a hotel room in the city assurance purposes . PT KAHA will issue a voucher that is valid throughout the world .

g. KAHA Tours & Travel

A service ticket sales , hotel vouchers and tour packages both domestic and international PT KAHA given to customers to meet the needs of customers and travel . By collaborating with a network of travel distributors in each region with a facility and provide with a competitive prices .

h. KAHA Holiday

KAHA Holiday is one of the member under of PT KAHA Group which is engaged in the service package travel tours both at home and abroad .By working with the best partners in each region make KAHA more confident with the experience that is no doubt going to serve the consumers and travel both domestically and internationally

Some of the packages offered by KAHA Holiday as follows

1. Inbound Tour Package

   This serve provides a package overseas for domestic travel

2. Outbound Tour Package

   This is providing an exclusive travel packages both domestically and abroad for companies

3. Group & Incentive Package

   This is a domestic tour packages that we pack using ground vehicles from start to finish

4. Honeymoon Package

   This is our packages for newly married couples

5. Course package

   This is package for course

6. Implement Umrah and Hajj packages in collaboration with some of the leading travel agency in Saudi Arabia

i.   KAHA E - Commerce

One product KAHA Group named e – commerce is owned by PT KaryaHarmoni Indonesia, which is a subsidiary KAHA Group that developed the first online travel agent in Indonesia for selling hotels , flights, and flight transportation . The website was launched in July 2011. Websites Go Indonesia is one example .

Each branch office has different product ,thats depends on the needs if requested by customers around the location of the branch office . While in the PT KAHA Tours & Travel Malang branch offices , which can be found among the products

a) KAHA Ticketing (train , admission ticket , airline domestic & international)

b) KAHA Hotel reservation (domestic& international)

c) KAHA Holiday (domestic tour package , international)

d) KAHA Wholesaler

e) Transport (Malang - Return Juanda)

6. Organizational Structure

Organization is an group of cooperation between people in achieving goals , some organizations within the company is a very important thing because it makes the work can be done effectively . The main objective of the organization is all activities in the company , that takes a good organizational structure that can support the implementation of these objectives . The organizational structure of a company Keith necessarily the same as other companies , because in determining the organizational structure is influenced by the size of the company , number of employees, type of product, marketing and other areas other. ,In the organizational structure of the division contained the authority , duties and responsibilities of each evenly - each member in accordance with the position occupied , and thus can realize good cooperation within the organization .

By the definition above, PT KAHA Tours & Travel is a subsidiary branch

Malang branch KAHA Group's corporate headquarters in Surabaya . Thus, the

organizational structure is as follows :

Organizational Structure PT KAHA Tours & Travel
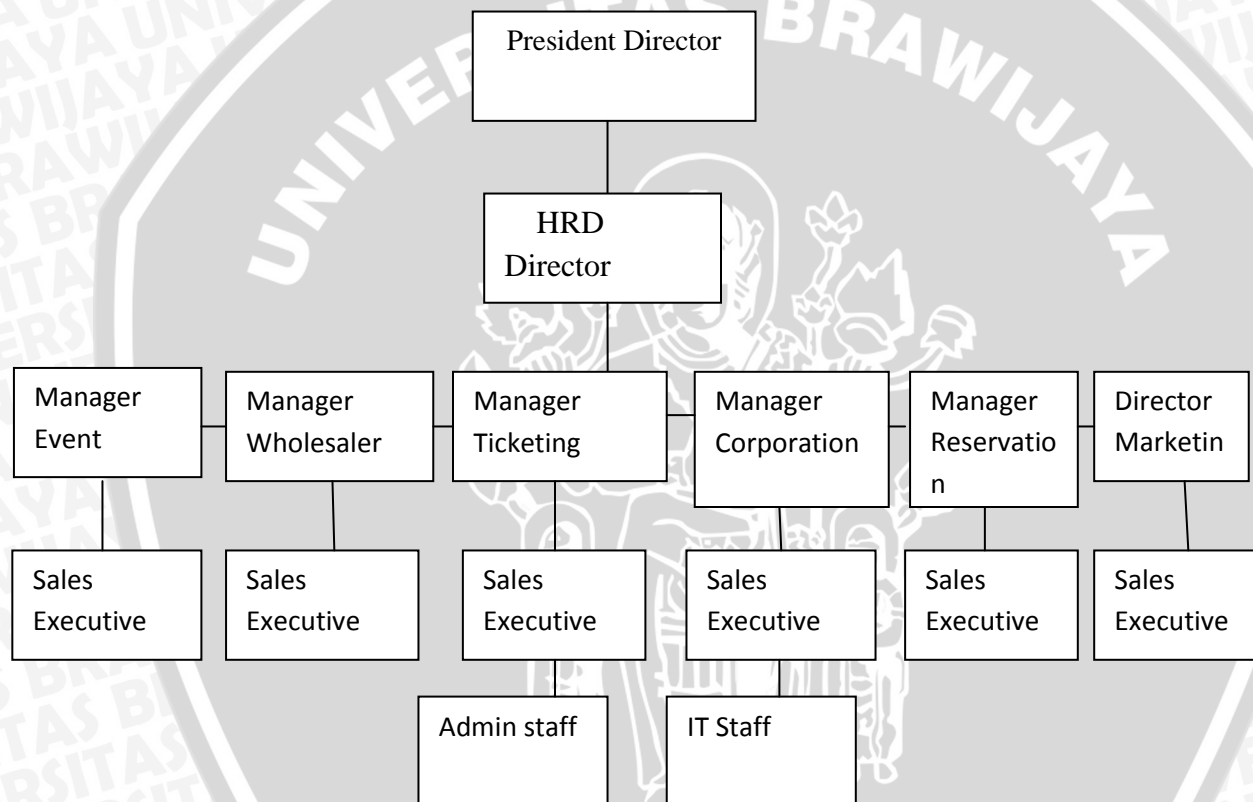
Figure 4.2 Organization Structure PT KAHA Tours & Travel

(Source : PT KAHA)

7. **Job Description**

Every branch office have different duties and responsibilities in each run

jobs at the company . A description of the duties and authority of the

organizational structure of PT KAHA Tours & Travel Malang branch is as follows

a. Founder or Managing Director

Is as the principal owner of the company that has the duty and obligation :

1 . Acting as a leader

2 . Having full right and power to the activities and business processes that exist in PT KAHA

3 . Determining the Vision and Mission of the company

4 . Maintaining the stability of the company

5 . Conducting oversight of all employees of PT KAHA either have a head office or branch office

6. Taking decisions relating to business activities at PT KAHA

b. HRD (Human Resource Development)

Is a field of work that has the duty and authority

1 . Responsible in terms of staffing companies

2 . Conduct new employee hiring PT KAHA

c. General Manager of Events

The function and authority of general manager of the event are as follows

1. Managing business activities, especially in the handling of meetings, incentives, conventions and exhibitions and events as a whole both domestic and international

2. Organizing and managing demand for individual and corporate events and gatherings including being an organizer for sports programs and special interest

3. Managing and optimizing sales reports tours and event management as well as matters relating to the relevant departments

d. **General Manager Wholesaler**

The function role and authority of the General Manager wholesaler is as follows

1. Managing business activities especially in the areas of sales , administration , and gathering data and information

2. Managing and optimizing a travel product sales reports and conduct administration more effective , efficient and accountable

e . **General Manager of Reservation**

Some of the functions , roles , and responsibility owned by general manager reservation is as follows :

1. Managing the transaction of hotel reservations or transportation

2. Prints precision or accuracy reservation on the part of clients and business partners

3. Fully responsible full of all transactions relating to reservation

4. Handle exchange vouchers that are not in accordance with the transaction

5. Managing business activities particularly in the field of the reservation , which includes lodging and transportation

6. Managing and optimizing the system used in order to facilitate the conduct of business partners in the reservation

7. Managing and optimizing travel products and conduct administrative reports relating to the reservation of a more effective , efficient and accountable

f.   **General Manager Corporate**

Some of the duties and powers of the corporation held by the manager are as follows

1. Serving incentive traveling and gathering demand for both domestic and international

2. Maintain good relationships with clients and business partners

3 Managing the contract with the clients and business partners

g. **General Manager of Ticketing**

Some of the duties and authority held by the general manager of ticketing is as follows :

1. Responsible entirely on sales and reservation process on air tickets , railway

2. Served entirely on ticket sales related to aircraft that carried out by the sales executive

h. Marketing Manager

Is field job duties and responsibilities fully in the marketing activities undertaken by the marketing division that is on the PT KAHA . The function and role of the post of director of marketing are as follows

1. Process the organizing corporate events and PR Strategic marketing communication

2. Doing offers the parties may be invited to work with PT KAHA

3. Oversee all incoming PO

4 Responsible for all client PT KAHA

5 Handle contractual agreement with the client

i. Sales Executive

Is responsible for the travel selling hotel reservations and tickets available at PT KAHA . The role and authority of the sales executive is as follows

1. Responsible for the sales and hotel vouchers tikegt PT KAHA aircraft and other products in the branch office

2. Solely responsible to make daily report for sales made in the evaluation by the manager

3. Serving customers in accordance with the provisions of the PT KAHA

j. **admin staff**

The function and responsibilities of the financial records that exist in PT KAHA of business transactions that apply every day . The recording can be done in daily, monthly , and yearly . Here is the function and role of the admin staff positions are as follows

1. Doing obligations in accordance with the tasks assigned by superiors

2. Serving clients with a reliable, service, friendly and professional

k. **IT Staff**

This position has the duty and authority to control information systems relating to the existing business processes in Integration . Some positions and authority held by the IT staff is as follows

1. Responsible entirely on activities related to information systems supporting business activities that have PT KAHA

2. Having education broad and innovation for the development of technology that can support the business activities of that have PT KAHA

3. Having responsibility in dealing with problems associated with information systems relating to the business activities of PT KAHA

8. **Personnel**

   At PT KAHA Tours & Travel Malang branch offices are also work amount of energy and regulations on working hours . Here is the description of PT KAHA Personnel

   a. **Number of worker**

   The amount of labor in PT KAHA Tours & Travel Malang branch office is 7 people . 5 people placed on a marketing executive, courier 1 , and 1 office boy . While the staff line directors, managers and admin staff and IT staff in the main office KAHA Surabaya. However, business activities and operational processes that existed at the branch office KAHA Tours & Travel Malang still monitored by KAHA head office that located in Surabaya

   b. **Office hours**

   Weekdays that applied to the PT KAHA Tours & Travel Malang branch office is working 6 days a week . Working hours PT KAHA as follows

   Monday - Saturday : 8:00 a.m.- 6:00 p.m. (Shift 1)

   Monday - Saturday : 14:00 p.m. to 22:00 p.m. (Shift 2)

   Sunday: 08:00 a.m. to 15:00 p.m. (Rolling sales executive)

9. Facilities for Employees PT KAHA Tours & Travel Branch Office in Malang

    a. Salary

All employees are entitled to receive a decent salary and in accordance with the work and responsibility, every employee must be able to live worthy of his salary , therefore can focus and activities to carry out the tasks entrusted to it . Salaries have an important role for employees , as follows :

1. The considerable salary, the employee will work well

2. By giving enough salary will encourage employees to contribute services and energy as much as possible according to his ability

3. By providing enough salary, employees can meet their needs and family

4. The wage sufficient to provide social status in society

5. By giving enough salary can be expected loyalty and employee loyalty to the institution where the employee is working

    b. allowance

Allowance means the provision of benefits to employees outside the company's base salary. Allowance is intended to return the employee to work in comfort and improve employee performance. Benefits paid in the form of food and transportation money every month. Other benefits given by PT KAHA Tours & Travel Malang branch to its employees.

c. **Reward and Punishment**

An award to the employee who performed as concern of PT KAHA to a permanent employee who has been outstanding and has given work period . This is one form of PT KAHA efforts to continuously improve employee relationships and a sense of ownership of the company. Implementation of these values through the provision of Reward and Punishment in a transparent

10. **Scope of Business**

Every company or organization also have scope of business for introduce about company's product in society. The scope of business that apply in PT KAHA Tours & Travel branch Malang is :

1. **The Media Print**

In the normal course of business , PT KAHA Tours & Travel Malang branch office to develop business its with the print media . The print media , Formed as brochure that used by PT KAHA in promoting the product - a product that is owned by PT KAHA especially for residents of Malang Malang given the relatively new branch offices than any other branch .

2. **Electronic Media**

PT KAHA Tours & Travel branch Malang branch also provides services reservation facilities through the use of electronic media such as

massanger blackberry mobile smartphone application. This is expected to help facilitate the customer in the transaction .

3. Transportation

In addition to engaged in the reservation , PT KAHA Tous& Travel also provides transportation services travel Malang - Juanda PP . This is expected to help the customer of PT KAHA that lived Malang in terms of transportation to the airport after a flight ticket reservation .

11. Utilization Voucher Sales Information System for Hotel Reservation at PT KAHA Tours & Travel Branch Office in Malang.

The mechanism implementation of information systems that exist on the sales voucher PT KAHA Tours & Travel Branch Office in Malang is initiated when a customer makes a reservation with a hotel voucher came into office , the reservation by phone and also by email . Customers that associated with this is the individual customer, corporate, travel agents are becoming members wholesaler hotel voucher and organizations who wish to obtain service on product sales in PT KAHA Tours & Travel. When the demand for hotel reservation is obtained, therefore the existing sales executive will ask about the name, location of the hotel, room type, bed type, name of the person who checked in and for the periods when and how long . The customer will spend their rights.

Sales of existing executive at PT KAHA Tours & Travel Malang branch began to find the hotel chosen in a data base, then show the price rate which is owned by PT KAHA to the hotel . Once customers choose the appropriate hotel option , then sales executive to confirm to the hotel room is available on the date that the customer wants . After that , sales executive customer input data in the data base, then received a cash payment from customers . After the printing process a hotel voucher and give it to the customer.

After the sales executive reporting sales in the form of manual reservation form and also on the database in the form of daily report which would then be seen by KAHA head office Surabaya .

B. Presentation of Data

1. Voucher Sales Information Systems at PT KAHA Tours & Travel Malang

a. Voucher Sales Information System

In conducting its daily business activities, PT KAHA Tours & Travel branch Malang using an application system, which is one implementation of information technology that serves to support the company's business processes, this includes improving corporate performance, improve customer service, and management make easy in decision making.

According to Mr. Boby , a sales executive at PT KAHA Tours & Travel Branch Malang argued , " information systems relating to the sale of vouchers for hotel reservations that exist in PT KAHA Tours & Travel Branch Office in Malang is Information System Reservation Intern. This system is the

internal information system owned by PT KAHA Group is specifically designed as an application that is used to process that hotel reservation voucher can be automatically monitored by the head office about how many hotel vouchers that have been issued . Consists of online vouchers and manual vouchers . The system of internal reservation information can only be accessed by the relevant sales executive . In addition , information systems internal reservation , KAHA Group also has a superior product that is easier for customers to make hotel reservations , namely www.goindonesia.com . Is a reservation service in the form of a website which can also be served in PT KAHA Tours & Travel Malang branch " .(**Interview on Monday, February 24, 2014**)

Based on the interviews can be concluded that the reservation information systems applicable to PT KAHA Tours & Travel is the Malang branch reservation information system intern which is a software application used by the company to support existing business processes , such as ordering , purchase a voucher for a hotel reservation , make daily and monthly financial reports and invoice . The reservation system is have two models , namely the online reservation (internal) and reservation manually . What is meant here is the online hotel voucher can be printed directly from the reservation system . While the manual is written here is a hotel voucher offline (intern system) , however , most of the sales transaction vouchers for hotel reservations in PT KAHA Tours & Travel. By using the application reservation information system intern that of the PT KAHA can simplify the data entry process to help existing business processes , and ensure the safety and uniformity companies selling prices. In addition , PT KAHA Group also has a product in the form of a web -based online reservation system known as www.goindonesia.com that

enable customers to make reservations anywhere, anytime, without limitation within 24 hours.

b. How it Works
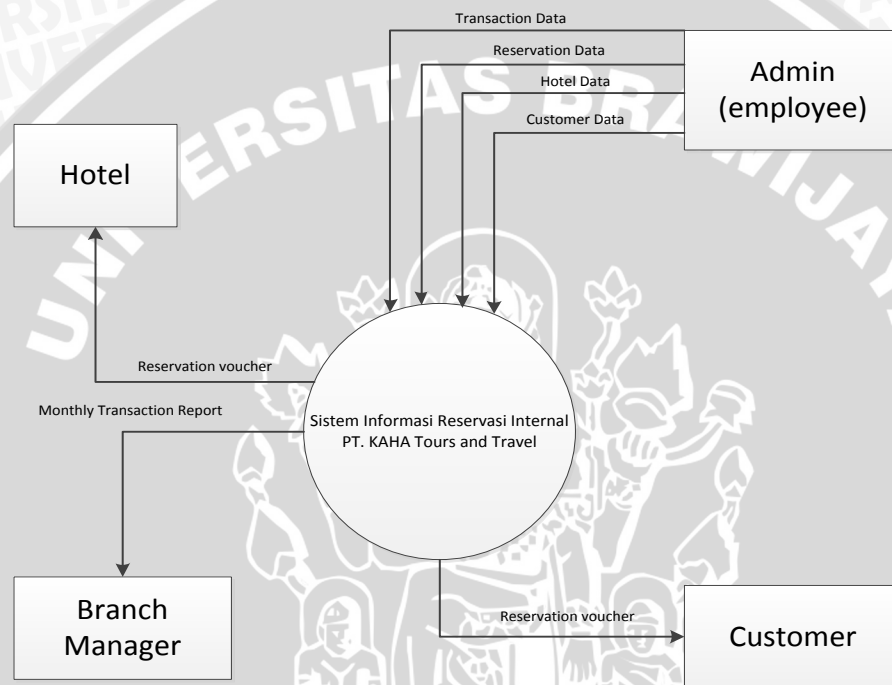
Figure 4.3 KAHA Information System Reservation DFD

Source: KAHA Tour and Travel/ Data Processed

From the Data Flow Diagram above it is explained that there is two entities that involved in the procedure of Online System Reservation Intern. Those two entities consist of administrator which is the employee of KAHA tours and travels, and the branch manager who was has an access for checking the sales report.

In the administrator function, the data related to the management of information system will be the data of customer, hotel, reservation data, and transaction data.

The customer data is related to the necessary data that needed to book the hotel and to fulfill the hotel requirements related to customer identity. This identity wills not only used for KAHA, but also used for the Hotel that have a cooperation with KAHA. The Hotel data was the data of hotel where KAHA has a cooperation for the reservation. The hotel data will vary depend on the customer necessity. That's why the sorting list would be used depend on the price, class, location, and budget. The reservation data is data filled in the same day when the customer was booking for the desired hotel. The transaction data is the customer data added by several data necessary for hotel booking such as the price, package that has been choosen, and the duration of living. The last data was the data transaction in which this data would be used as the confirmation page for the reservation data that has been made. When the transaction data has been done, it will printed out for the voucher for customer, KAHA document, and for hotel.

From the Data Flow Diagram above and the explanation, the further explanation related to the description of procedure would be explain below in figure 4.4In serving the customer, KAHA was using both manual and

online procedure. The manual procedure was used as a backup system when there were an electricity black-out.

Most of procedure was used the online procedure which is a semi-automatic information system that located in the subsidiary office integrated with the parent office in Surabaya. This interconnected network was used to ease the process of serving the customer to meet their requirements.

The detailed procedure will be explained in the figure 4.4. in this procedure is started from login process, and input order by the employee through the information system. And also, detailed procedure will be explain from the form that present from the form of the figure
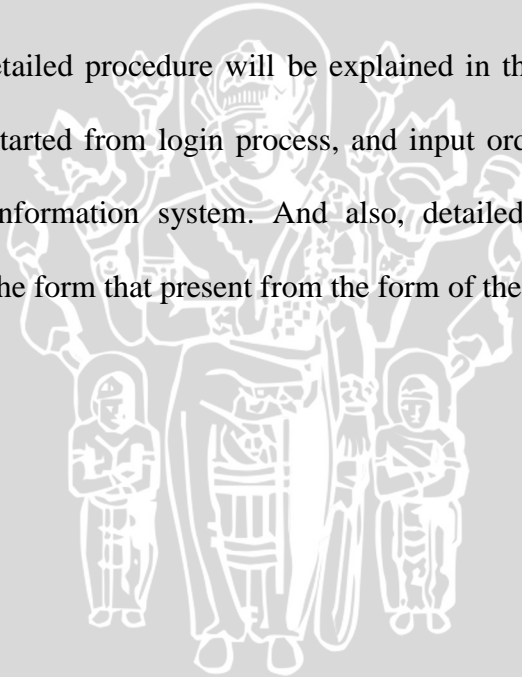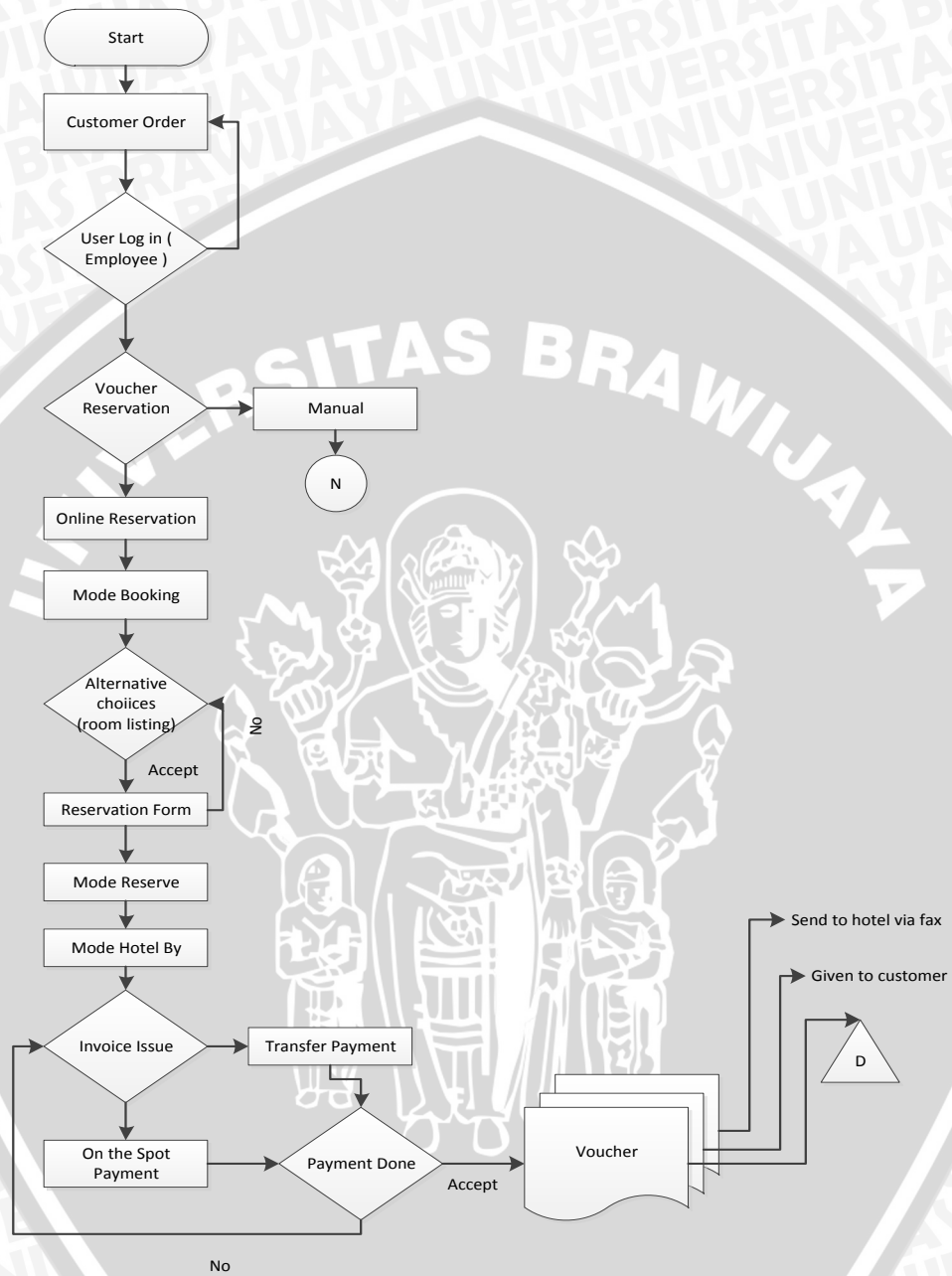
Figure 4.4 Reservation System Procedure

Source : KAHA Tours & Travel/Data processed

1. **Log inDsiplay**

  Validate User ID internal system is an early stage when the access to the information system of internal reservation by PT KAHA . In this part contains the user ID and password each sales executive is only possessed by each sales executive to be able to access to the internal information system online reservation this . Additionally at this early stage is also filled with a hotel voucher serial numbers indicated on the voucher hotel because it has a different serial number - depending on each sending
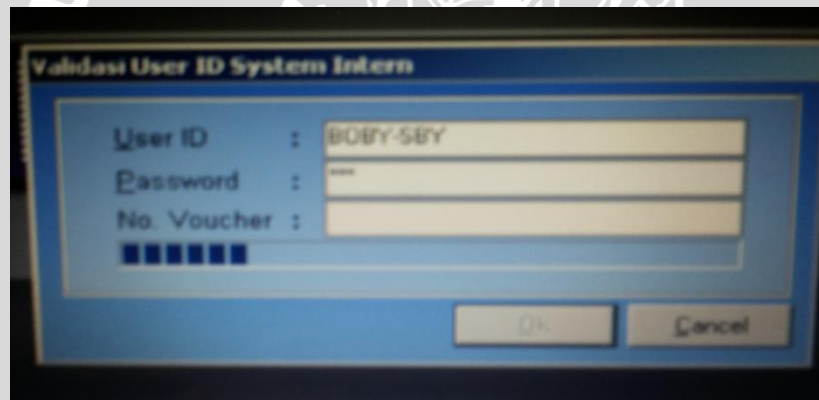
Figure 4.5 : Log Display (Source PT KAHA)

2. **Reserve Online Voucher**

  After the login process, then the option will appear online reservation voucher and reservation vouchers manually. Due to technological developments that require the speed and efficiency of the customers. Sales executive always choose an online reservation system for the online system

will further make easy the reservation process to the hotel and also monitoring

by the central office KAHA on sale in branches
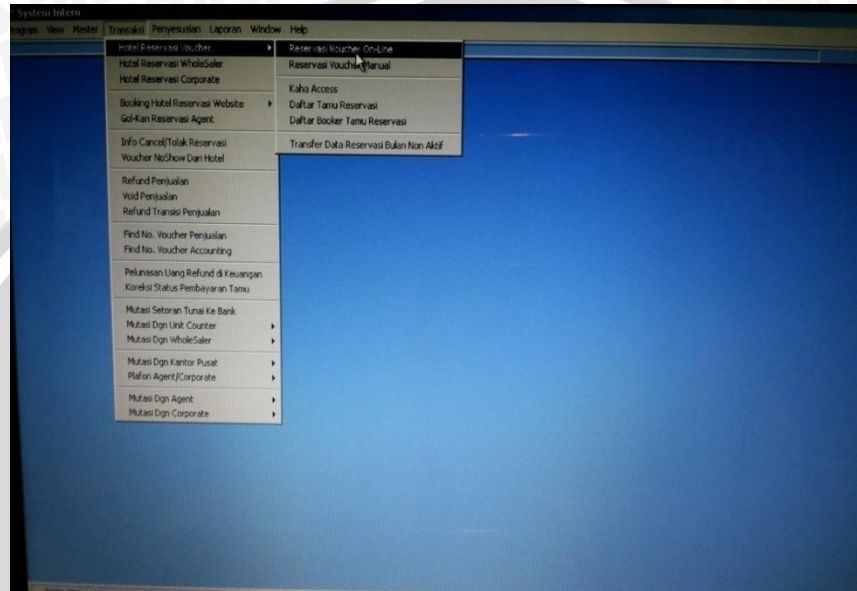
Figure 4.6 :online reservation system (Source : PT KAHA)

3. Mode Booking

After selecting an online reservation system, then will appear with

options miraculous . The first step is to fill in the booking form on the mode .

What is meant is the booking mode in this column, a sales executive to start

looking for hotels based on customer requests by entering a category name,

city location , and a list of hotel prices . In mode booking also have that hotel

free sale and hotel priority. Hotel free sale means that guarantee from the

hotel that have relation with KAHA to get available room without booking.

Hotel priority means that priority selling voucher of hotel from KAHA to

customer who find a hotel because if KAHA can selling voucher hotel priority, the hotel gift special offer.
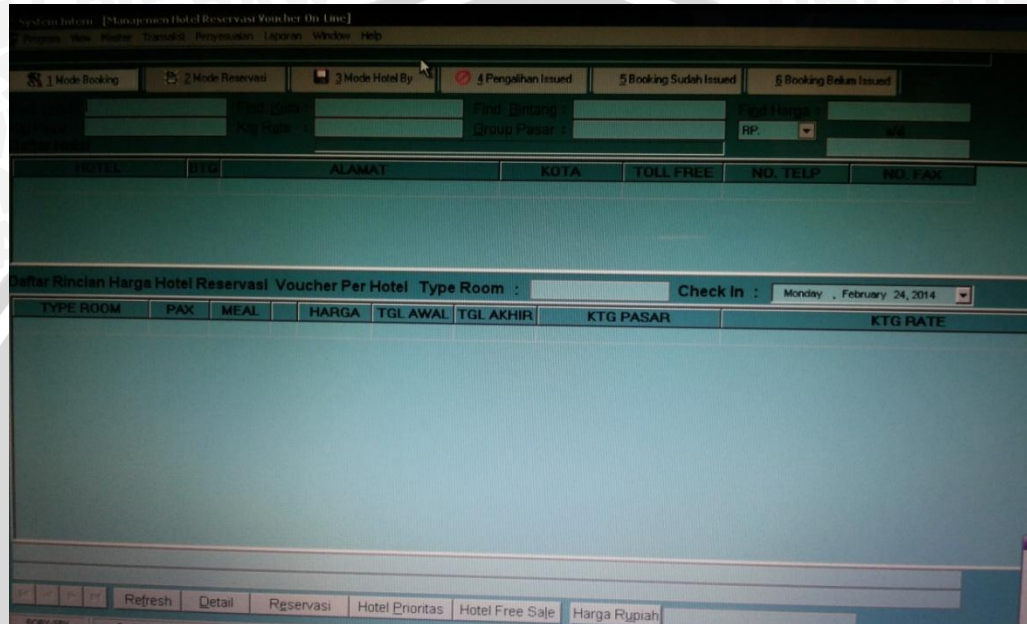
Figure 4.7 : Mode Booking (Source : PT KAHA)

4. **List Room rate**

After selecting a city name and location of the hotel is located , then the system will automatically display the member list of the type of rooms, occupancy, hotel prices, current price and the contract price with KAHA sure the room is available or not booked. Then consumer choice will choose the type of room and what kind of price list . PT KAHA has a contract with the price of each - each with the type of hotel rooms as well as a certain period . If the price of the contract period is increase, it will display a warning was no price revision . About

price list hotel, KAHA Tours & Travel have a rule to give price list to the market.

Its classify All market, Foreign, Middle East and African. Its have different price.

Figure 4.8 : List Room Rate (Source : PT KAHA)

5. Reservation Form

After choosing the appropriate choice of room types and customers agree

with the price offered, then continued the next process is to fill out the online

reservation form are aiming for a data input. This form is filled in by the sales

executive by asking the guest about the check period inn, check out, hotel name,

room type, with breakfast or not, the name of the guest checking inn, guest phone numbers, with whom confirmation with the hotel and other necessary identity .

Figure 4.9 : Reservation Form (Source : PT KAHA)

6 . Mode Reserve

It automatically reservation form already in the booking will be entered on the reservation list mode that has been done by a sales executive in a day . The interface is as follow

Figure 4.10 : Mode Reservation (Source : PT KAHA)

7 . Mode Hotel By

This is mean the sales executive who make reservations by phone with the hotel that had been booked by customers. It is intended that to explain into anyone confirm that when the constraints can be accounted for when guests who doing check inn. Therefore at the time of the KAHA constraints can directly relate and explain to concerned about the obstacles that occur.
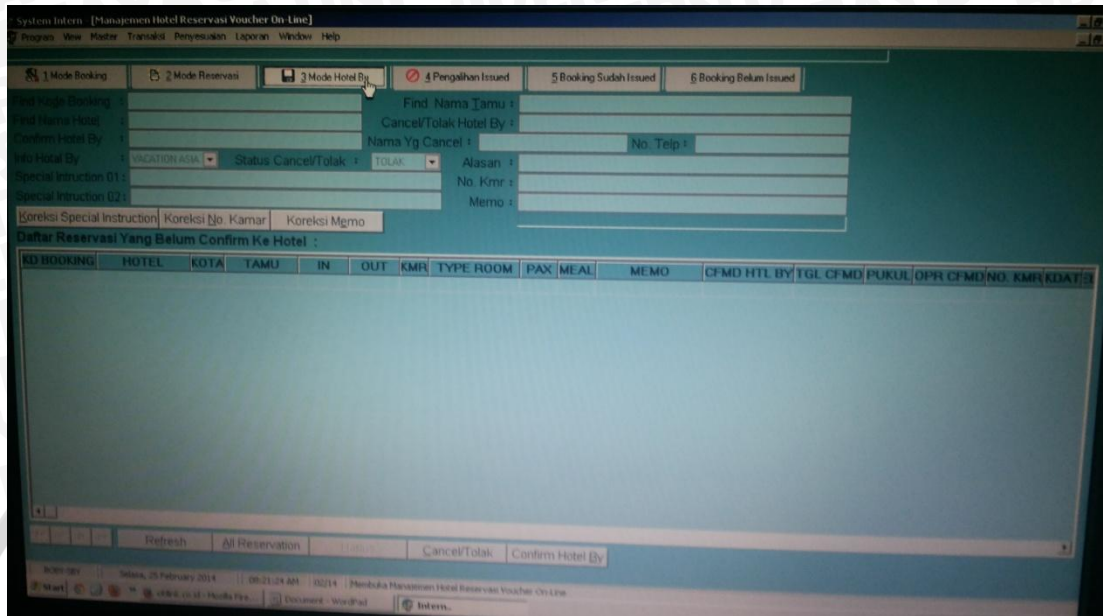
Figure 4.11 : Mode hotel by (Source : PT KAHA)

8. Transfer of Issued

This form used to prepare a sales executive to meet consumer demand when booking process KAHA branch in Malang , but want to make the payment in Surabaya KAHA . This is because the internal reservation information system that owned by PT KAHA will automatically do all the sales records of the hotel vouchers by all the good sales executive central office or branch office for the purposes of daily sales reports .
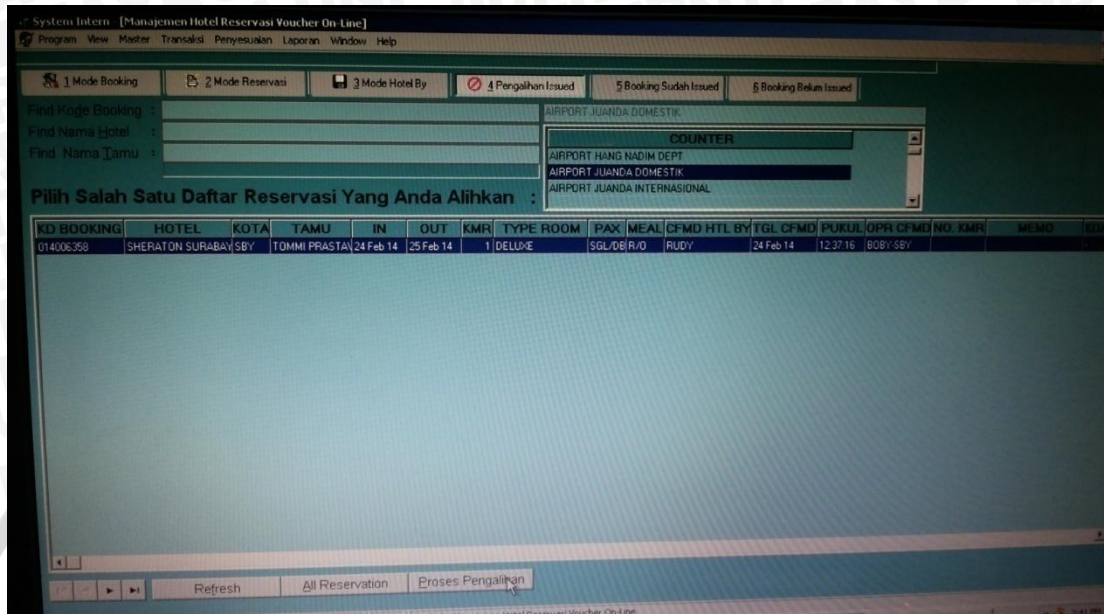
Figure 4.12 : Transfer of Issued (Source : PT KAHA)

9. Booking Already Issued

This application form used to view the list of reservations that have been paid, either in cash, credit, or transfer. The guest list that exist in this form means the hotel voucher was printed and given to each guest .

Figure 4.13 : Booking Already Issued (Source : PT KAHA)

10. Booking not issued

This form that used on the internal reservation system that serves PT KAHA guest reservation status shows that Keith issued . This is because guests who don't ensure certainty of payment because the payment has not been until the time limit . This shows there is still the possibility to cancel the booked room.

Figure 4.14 . Booking not Issued (Source PT KAHA)

11. Printed Data Vouchers Online Reservation

Is the form that contains the data that will be there aka the hotel voucher that has been printed by the input data according to guest 's identity and based on requests from guests . This form has not been record , and printed after the payment of the hotel voucher

Figure 4.15 : Print Data Vouchers Online Reservation (Source : PT KAHA)

12. Hotel Voucher

Reservation form is in the form of a voucher that contains the name, the name of the guest checking inn, how long the check inn, room types, with or without breakfast, as well as the name of the printer sales executive vouchers and voucher serial numbers in sequence. The hotel voucher is intended to be given to guests who want to bring the voucher upon check inn at hotel destination . However, this hotel vouchers not required to be taken if a sales executive captions " PAX CHECK INN ORIGINAL WITHOUT VOUCHER " as a sales executive has been sent to the hotel voucher with fax

Figure 4.16Hotel Voucher (Source : PT KAHA)

c. **Daily Report System on PT KAHA**

Start

Log in (
Employee)

laporan

Daily report, monthly report,
counter, report

Print out of report

Finish
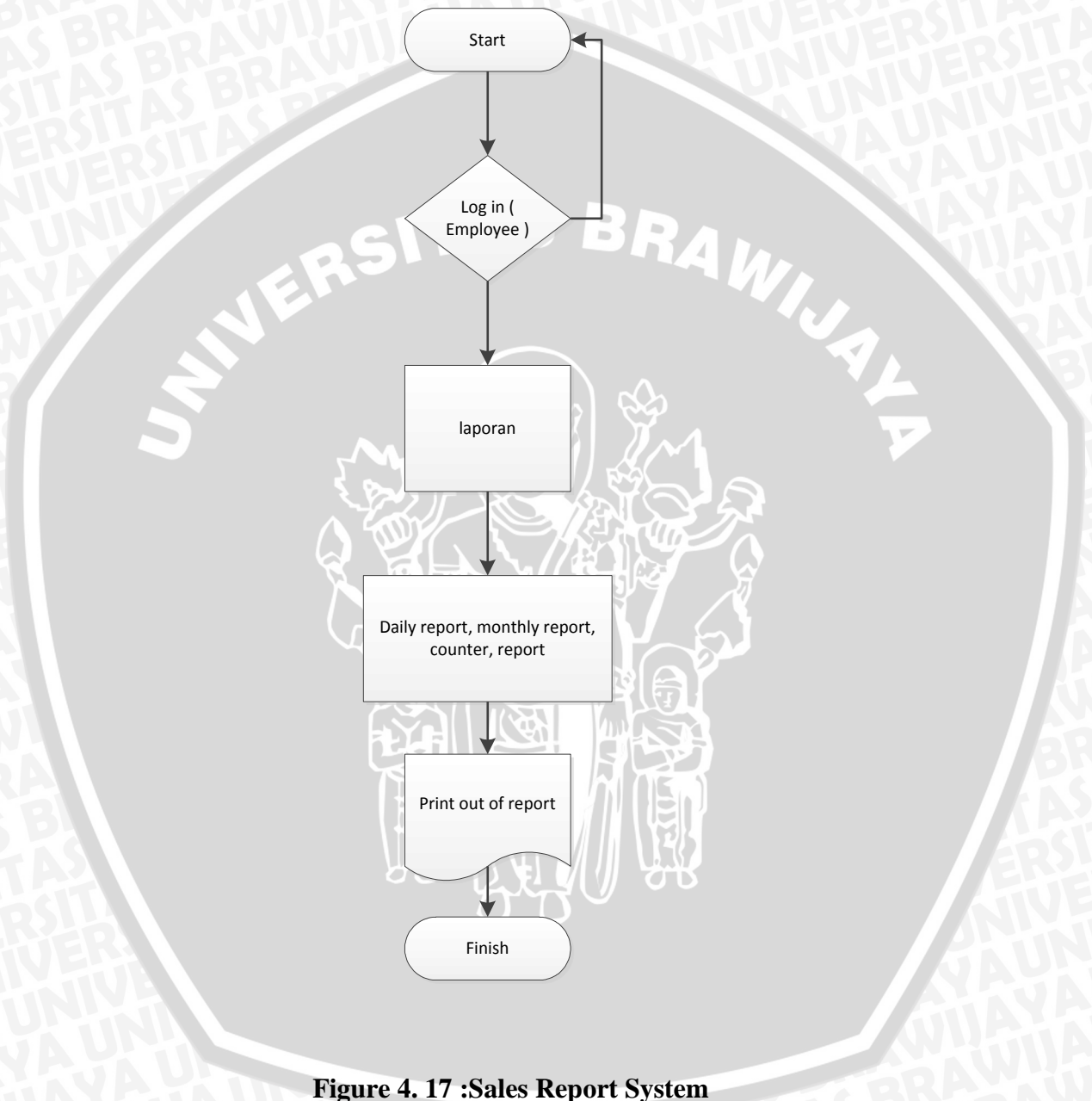
Figure 4. 17 :Sales Report System

Source: PT KAHA Tours & Travel Malang/ Data Processed

96

In this system, it is depicted that the report system procedure at PT. KAHA Tours & Travel, Malang start from login and choose for the "laporan" menu then choose for desired report type. The report type is divided into several menu such as daily report, counter report, monthly report. The detailed procedure are shown in the following step:

1. **Log in Display**

Validate User ID internal system is an early stage when the access to the information system of internal reservation by PT KAHA . In this part contains the user ID and password each sales executive is only possessed by each sales executive to be able to access to the internal information system online reservation this .
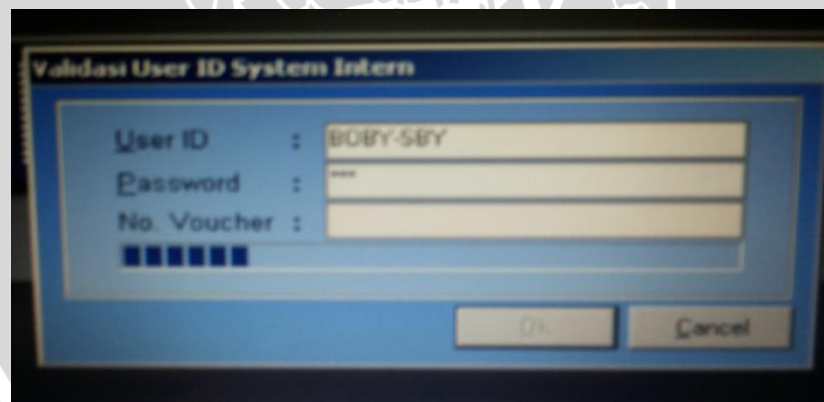
Figure 4.18 Log in(Source : PT KAHA)

2. **Daily Report Display**

This is a daily report which is owned by a sales executive on the sale of aircraft and hotel vouchers ticket on that day. In the internal reservation

information system that owned by PT KAHA, every hotel voucher that has been issued and the payment of a always made will automatically be entered in a daily report that is in the system. Each sales executive certainly has a different daily reports - depending on sales. The initial step is to choose a menu or a daily report by sales per counter. It is intended to look at the sales reports are done every hotel voucher sales executive and team at the branch office.
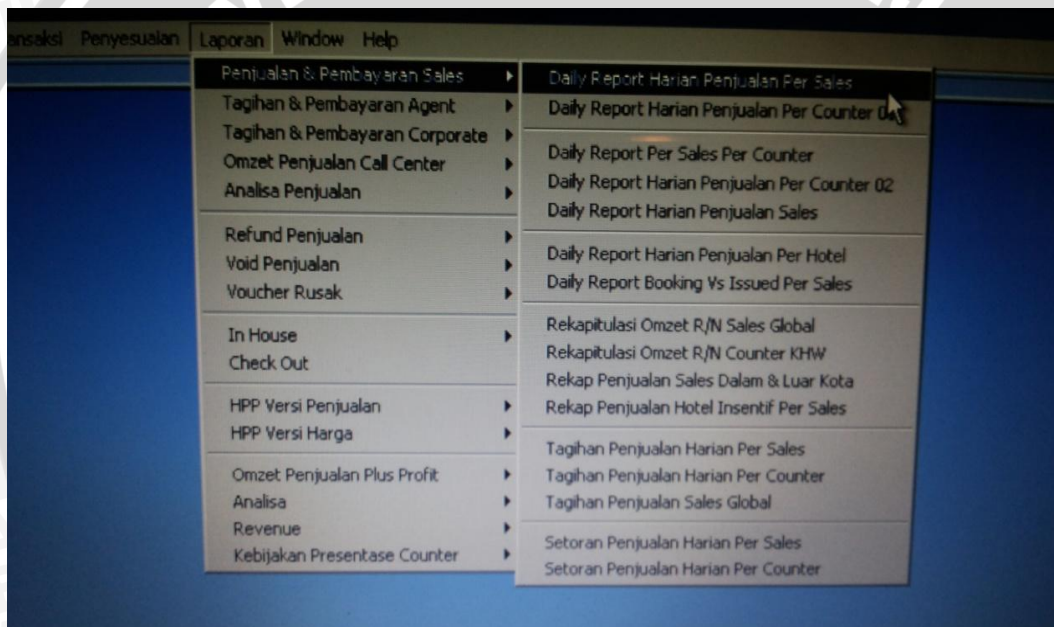
Figure 4.19 : Daily Report Display (Source : PT KAHA)

Then , the following will appear about daily report per day, per sales executive. But before know about daily report, must choose about the date, and branch office KAHA. After find about branch office that will know, we can find the daily report per sales per day
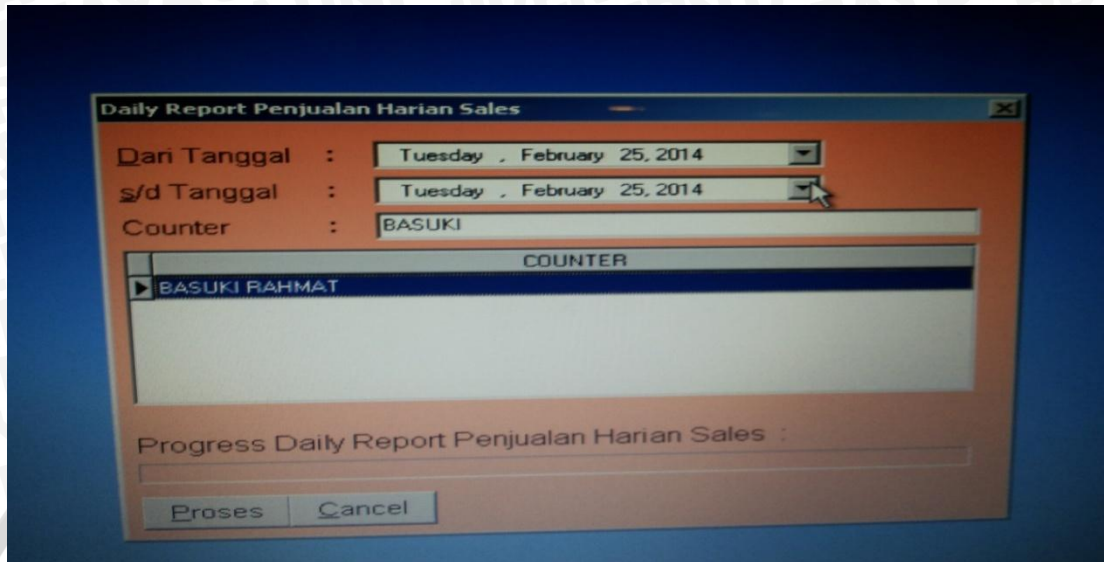
Figure 4.20 : Menu Option (Source : PT KAHA)

After the input name and the name of the branch office sales executive ,and choose to process about the report, it will appear as follows

Figure 4.21 . Daily Report Per Sales (Source : PT KAHA)

However, if employee want to see the sales reports per counter as a team on : branches, it can be done in the following way :

Figure 4.22 .Menu Option (Source : PT KAHA)

After selecting the date and the name of the branch office, it will automatically appear overall daily sales report by sales executive on that day .Consolidated sales per sales or per counter can only be accessed by the relevant sales executive. Daily report per counter is all of the

Figure 4.23 . Daily report per Counter (Source : PT KAHA)

d. Online Reservation Information System at PT KAHA

In addition to the information system of internal reservation, KAHA Group also has a web-based reservation system named GoIndonesia.com. This is one of the new products from KHI , which is part of the KAHA Group . Karya Harmoni Indonesia (KHI) is part of the KAHA Group who joined in 2010 and became one of the company which is engaged in the leading tour & travel industry in Indonesia and has an important role in tour & travel business since 1975. Indonesia.com Go is a web-based information system of KHI (E - Commerce) which is part of the KAHA Group who provide hotel reservation services to customers through its website . By using the website 's reservation system will facilitate customers in making a reservation with no time limit access for 24 hours . In addition , the hotel reservation booking GoIndonesia.com also served on PT KAHA Tours & Travel Malang branch offices . Here is an existing reservation application on GoIndonesia.com

1. Display view

Firstly, in opening Go Indonesia website , it will direct the city listed to be addressed , to check inn - check out what date , and then select the check prices

—

Figure 4.24 .Display view (Source : PT KAHA)

2. Second display

After selecting the check price, it would appear that there is some selection options in the city, complete with gallery display hotel, price, and description with or without breakfast. Then we choose the hotel that suits option
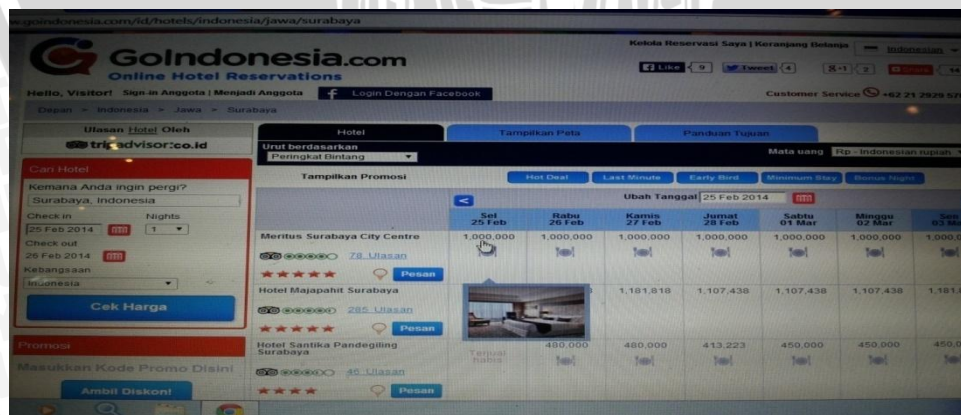
Figure 4.25 .second view (Source : PT KAHA)

After selecting the desired hotel , it will appear that contains a description of the hotel including room types and rates are chosen as follows

Figure 4.26 . Display selection (Source : PT KAHA)

After the hotel , and the room type selected as desired , then enter a stage of identity data input as follow
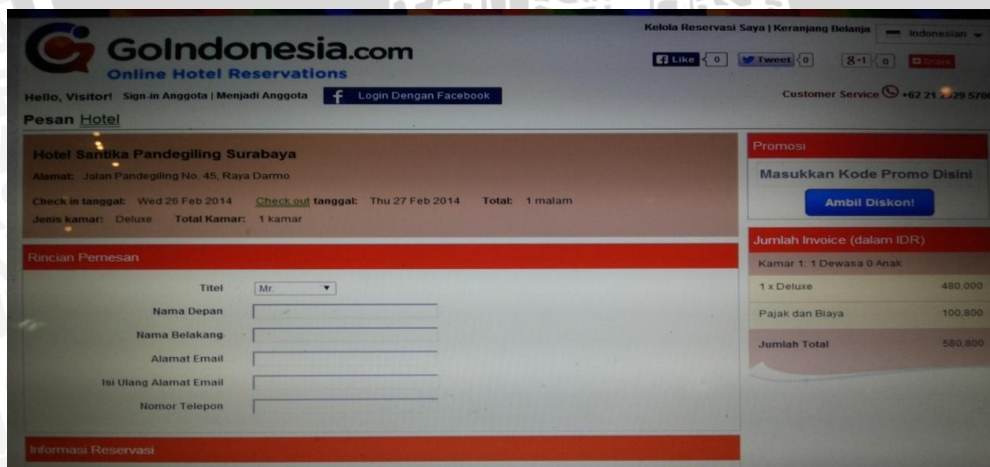
Figure 4.27. Guest identity Input Display (Source : PT KAHA)

Figure 4.28 . Guest identity Input Display (Source : PT KAHA)

After completing a data input , it will display the mode of payment. Here there are 3

payment method options, the first is a credit card payment, payment by internet

banking and payment by installments. The interface is as follows

Figure 4.29 . View of Payment method (Source : PT KAHA)

After choose to use a credit card , then the display appears as follows

Figure 4.30 . Details of payments (Source : PT KAHA)

Figure 4.31. form of credit cards (Source : PT KAHA)

After filling a form credit card payment format , it will automatically listed in the hotel voucher e -mail listed. About the identity of the security on the use of credit cards has been secured .

Sales Voucher for Online Hotel Reservation Procedure
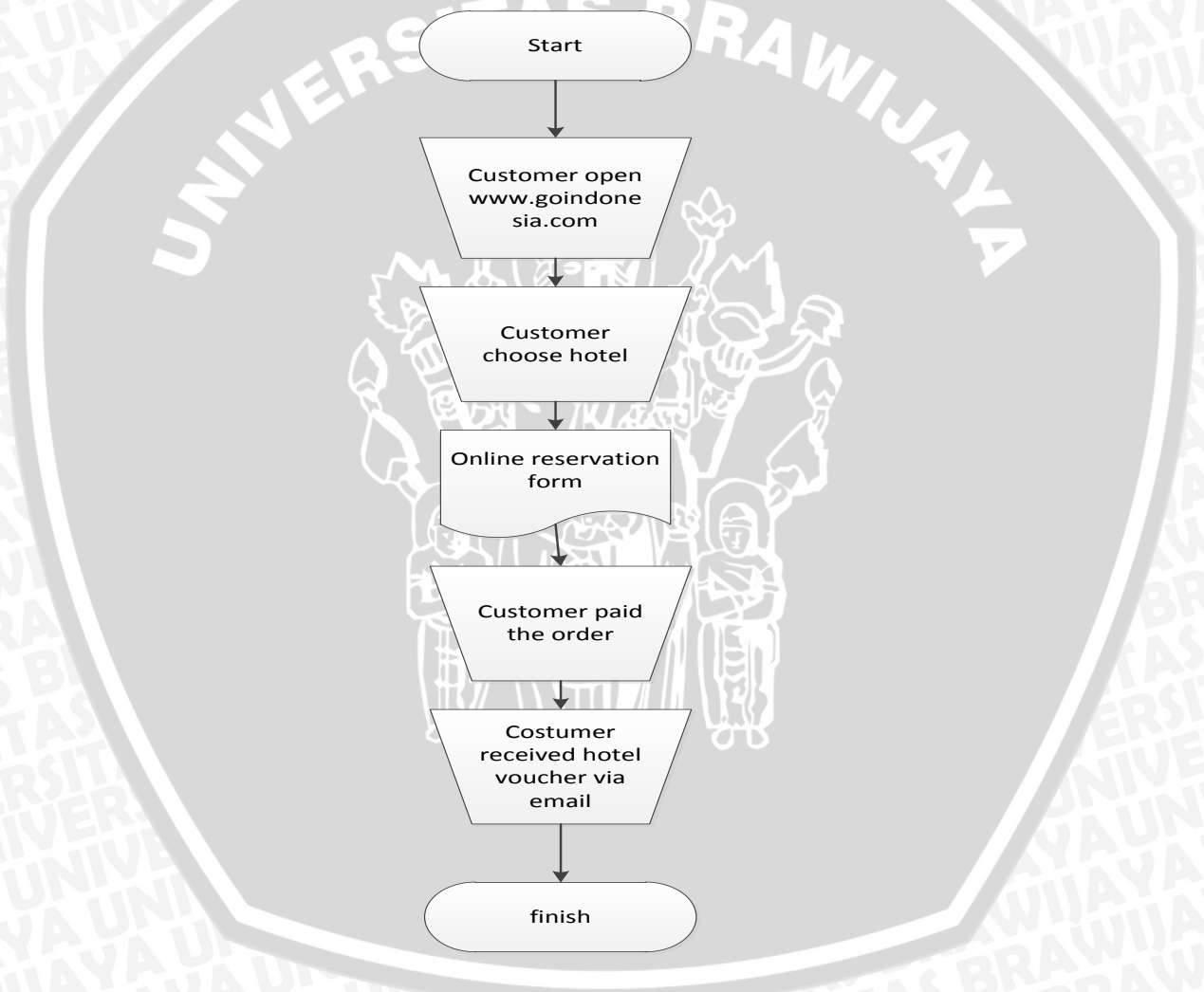
Figure 4.32
Sales voucher for online hotel reservation procedure
Source: Kaha Tour and Travel

Sales voucher for online hotel reservation procedure :

1. Customer open KAHA online reservation website, www.goindonesia.com

2. Customer choose the suitable hotel by considering the room type rate and how long to stay

3. After decide the hotel, the customer feeling online reservation form that present by the KAHA online reservation online website

4. Customer paid the order by using debit, credit card, or bank transfer account

5. After the payment process, customer will receive hotel voucher as the reservation evidence via email

e. **Internal Data Security Company at PT KAHA**

According to Mr Nanda, as a sales executive at PT KAHA Tours & Travel Malang, "The internal data security company, in this case the Malang branch offices , both guest data and other internal data is the internal reservation system, there is a user ID and password, which each sales executive has particularly user ID and password that is different with the other and to be able to log in to the reservation system . " (**Interview on Wednesday , 26 February 2014 at 15:30 pm .**)

By the interviews it can be concluded that the company 's internal data security and data guests who make reservations at PT KAHA Tours & Travel Malang branch office is well maintained . This is because not all staff can access the reservation form on the internal reservation system PT KAHA. Only the

division related to used to present the reservation able to access the system , for example sales executive, sales data as well as to see the details of reservation guests.

In addition, the online hotel room booking was also having different security standards. For example, the method of payment using a credit card comes with a credit card fraud detection by Visa International Cyber Sourcce and reservation guest data and payment by credit card that can be maintained safely .

f. Voucher Sales Process at PT KAHA

How the process of selling the hotel voucher that has been applied to the PT KAHA Tours & Travel branch office Malang ?

Informant I

Name : Bb

Title : Sales Executive

Interview Date : February , 26 2014 at 15:00

1) The sales process begins when guests come to KAHA Malang to ask the hotel list .

2) Sales executive suggests several suitable options to suite the guest wishes to show a list of prices indicated on the reservation system .

3) guests choose the hotel would be booked , ask a sales executive for a period when, what type of room .

4) customers select the hotel, then contact the hotel sales executive related to the reservation process .

5) The sales executive started doing a data input prose appropriate existing identity

6) sales executive reservation recheck the confirmation before the printing process according vouchers reservation form. After the customer makes a payment, therefore print the voucher process .

7) sales executive send a fax to the hotel as proof of the reservation has been so guests do not have to bring the voucher when it comes to the hotel.

Informant II

Name :Nd

Title : Sales Executive

Interview Date : February , 26 2014 at 15:30

1) The process of selling an existing voucher at KAHA is start from when the guest come to the office, sales executive invited to sit down .

2) The guest asking related to the hotel including the room type , and for the period when, after getting the desired hotel according to the price of the valve on the reservation system by a sales executive , and began confirmation by the hotel if the room is available or not desired .

3) If this is available, a sales executive of a data input process according to the identity and telephone number in reservation information system.

4) The process of booking the sales executive will receive payment in cash ask whether or awaiting payment limit .

5) If payment is made in cash , then the process continued by printing the hotel voucher.

6) Sales executive did confirm to the hotel by fax to a reservation evidence.

Informant III

Name   **:Uf**

Title   **: Sales Executive**

Interview Date   **: February , 27 2014 at 13:00**

1) The current process sales in KAHA branch Malang is began by , customers come to inquire hotel info along with the price .

2) The sales executive to find hotel info and pricing .Selecting a suitable hotel , then the sales executive confirm with the hotel if the room is available or not . If available , the officer immediately asked for the name of the customer who stays based on identity card .

3) Sales executive asked the guest if the payment directly to the process or not, then it will proceed with the appropriate voucher printed in the input data through the system reservation .

4) The officer returned to the confirmation process by the relevant hotel reservation form to show of hotel vouchers .

5) Evidence, if guests didn't brought a hotel voucher upon check inn is not a problem .

Informant IV

Name   : **An**

Title   : **Sales Executive**

Interview Date   : **February , 27 2014 at 16:00**

1) The flow of the sales process that existed at KAHA started when guests come to ask related to the hotel info voucher sales contract with KAHA Group .

2) guests who already have a list of hotels and therefore ask prices and room type that's available .

3) guests agree with the price and also the type of hotel rooms that suitable with the option, a sales executive confirming with the hotel to ask if the room is available or not desired. if the rooms are available, therefore followed by a data input process in accordance with the identity card. completing the input process, a sales executive offered to customers whether choose direct payment or wait for the limit .

4) If the period is almost approaching the check inn date , payment must be made on the spot .

5) Before the hotel voucher print process, sales executive recheck the customer name, the check period inn, check out, room type, guest name , phone number, therefore checked the form of hotel vouchers .

6) Sales executive send hotel voucher by using a fax to the hotel the reservation evidence.

g. Means Doing Reservation by Customer at PT KAHA

What are the means used by customers to make reservations at the hotel voucher PT KAHA Tours & Travel Malang ?

Informant I

Name   : **Bb**

Title   : **Sales Executive**

Interview Date   : **February , 26 2014 at 15:00**

1) The ingredients that used in the reservation process, including the guests come directly to the KAHA Malang office , this process done both can be over the phone, can through the third Massanger Blackberry, SMS, sometimes also through Yahoo Messenger .

Informant II

Name   :Nd

Title   : **Sales Executive**

Interview Date   : **February , 26 2014 at 15:30**

1) There are a lot of guests that are used in making a hotel reservation. Usually come directly to the office KAHA Malang, can also by phone, SMS, Yahoo Massanger, and so forth.

Informant III

Name :Uf

Title : Sales Executive

Interview Date : February , 27 2014 at 13:00

1. Most of customers make reservations directly when coming into KAHA branch office Malang . But there are also some customers who do reservation by phone , mobile phone , SMS , Blackberry Massanger and also Yahoo Massanger .

Informant IV

Name : An

Title : Sales Executive

Interview Date : February , 27 2014 at 16:00

1) Customers usually make reservation by several methods , by coming directly to the KAHA office, there are through handheld telephone , SMS , Blackberry Massanger , some are through Yahoo Massanger .

h. **Payment Method Hotel Voucher at PT KAHA**

How to do a payment method by the customer on the sales voucher for a hotel ?

Informant I

Name   : Bb

Title   : Sales Executive

Interview Date   : February , 26 2014 at 15:00

1) The payment methods used to pay reservation hotel guests who had been in the booking is by cash , credit card , debit card , or transfer account . It is used to facilitate the guests in the payment process .

Informant II

Name   :Nd

Title   : Sales Executive

Interview Date   : February , 26 2014 at 15:30

1) Payments are commonly used to make reservations guests usually paid in cash when guests come right , or by using debit cards , credit transfers and also use.

Informant III

Name   :Uf

Title   : Sales Executive

Interview Date   : February , 27 2014 at 13:00

1) The current payment methods in KAHA branch Malang are able to use cash transactions, debit cards, credit cards, or also use of transfer method if the customer is not in KAHA office

Informant IV

Name : **An**

Title : **Sales Executive**

Interview Date : **February , 27 2014 at 16:00**

1) Payment methods made to the reservation Malang KAHA customers by using cash transactions , debit card , credit card . Can also be transfer methods.

By the interview above , it can be conclude that the flow of the sales process vouchers for hotel reservation applied to the PT KAHA Tours & Travel is when customers come in , asking if the sales executive was looking for a hotel voucher . If its available continued with the consumer confirmed back the sales executive asking if it already has a list of desired hotel . If not , available the sales executive offers a list of hotels that have cooperation with PT KAHA or some hotels that have the priority to sell vouchers through PT KAHA . If guests have chosen the desired hotel , provide information in the form of a sales executive room type , bed type, with or without breakfast and other information related to the information required by consumers. After consumers agreed with the hotel and room type appropriate price, the sales

executive booking process through internal reservation system that owned by PT KAHA. Therefore sales executive ensure by the phone and got the desired room, therefore ask for the identity of a sales executive who will check inn and asked for a stay period. After that is done through a process of data input and the reservation system did print a voucher, before printing vouchers, sales executive desired recheck by customer request to avoid error booking process . And continued by print sales executive voucher and give to the customer to be taken upon check inn. Finally the sales executive send the voucher through the fax machine to the hotel in question. This is aimed to facilitate the customer if forgot to take the voucher .

Its mean of making a reservation by the customer to direct marketing is to come KAHA office , it could be through by using social networks such as bbm, yahoo massanger, sms and can also telephone the office to kaha

Payment methods made by the customer PT KAHA usually use cash , debit or credit card as well as through the transfer if the transaction is not carried out directly.

2. **Role of Voucher Sales Information System for Marketing Performance at PT KAHA Tours & Travel Malang**

a. **What is the role of voucher sales information system to the performance of marketing at PT KAHA Tours &Travel branch Malang?**

Informant I : **Bb**

Title : **Sales Executive**

Interview Date : **February , 26 , 2014 at 14:00 pm**

1) When the customer asked about the extent to which the voucher sales information system (reservation) on the performance of a sales executive in the hotel reservation process must be very instrumental .

2) The most obvious thing is the absence of internal reservation this system , a sales executive will not be able to work efficiently in a hotel reservation services provided to guests .

3) Given guests prefer the most efficient system . The second role is to shorten the time in terms of daily reporting , because through this system , each form reservation printed it will automatically be included in the daily sales reports each well and counter sales

Informant II

Name :**Nd**

Title : **Sales Executive**

Interview Date : **February , 26 2014**

1) There are many role of internal reservation information systems that exist in PT KAHA very much .

2) Most of the sales activities conducted at KAHA , especially the hotel reservation system using existing reservation information .

3) Given this reservation system , sales activity can be run more efficiently , according to the system .

4) In addition, the officer no longer required to make a hotel voucher daily sales report, either by sales or by counter because through this system , each sale has been made the payment will automatically be recorded on a daily sales report for each sales executive.

Informant III

Name   **:Uf**

Title   **: Sales Executive**

Interview Date **: February , 27 2014**

1) When asked related to the internal reservation system information on the performance of a sales executive performance at KAHA Malang , the answer in many case or side a lot .

2) Most of the sales activity vouchers for hotels reservation processed in Malang KAHA using the internal reservation system .

3) This provides an easy way for a sales executive to give the information to guests about hotel lists, price, room type and other information as appropriate.

4) The presence of this internal system minimizes errors reservation process vouchers that may be performed by a sales executive for all of the data processed in the system start up a voucher issued and monitored by the central office KAHA .

Informant IV

Name   : **An**

Title   : **Sales Executive**

Interview Date : February   : 28 2014 at 15:00

1) There are so many role of internal reservation this system, especially for my performance as a sales executive . Because almost all business processes that exist in Malang KAHA using this reservation system .

2) Started by members information about the hotel , price info , room types , with or without breakfast , all based on the reservation system .

3) It may also minimize errors to give sales executive in pricing information to guests . Because all the information relating to the contract price KAHA with each hotel already listed and if it does not automatically correspond to the price system , the voucher will not published

b. **Does the use of Voucher Sales Information System Give impact to Increase Sales by Marketing Staff at PT KAHA ?**

Informant I   : **Bb**

Title   : **Sales Executive**

Interview Date   : February , 26 , 2014 at 14:00 pm

1) The impact of using internal reservation system the sales voucher to the hotel guests, because of the early KAHA is implementing this reservation information system .

2) However the information system related to the giving the most efficient service to the customer and safe as it gets collateral for a hotel room reservation voucher destination due process guaranteed by KAHA .

3) Voucher printout is also accurate that makes guests satisfy related to the services that provided by KAHA.

Informants II

Name   :Nd

Title   : Sales Executive

Interview Date   : February , 26 2014

1) The impact of using information systems to increased sales voucher reservation hotels in Malang KAHA with a reservation system that makes a hotel voucher in printed form will be increase and satisfy the customers in of hotel reservations through KAHA .

2) Because the hotel voucher already stated clearly on guest data and request information in accordance with the features as the customer options .

3) The tendency of more guests prefer a hotel voucher electronic by using system rather than manual system. It can also affect the increase in sales of hotel vouchers .

Informant III

Name : Uf

Title : Sales Executive

Interview Date : February , 27 2014

1) The impact of the use of the system 's internal reservation to increased sales of hotel vouchers has it's a positive impact because most of the guests that visit the KAHA Malang prefer electronic vouchers .

2) All voucher sales process performed by a sales executive in the system is definitely confirmed reservation because if KAHA has scored an electronic hotel vouchers , then certainly a safe and giving guarantees to get the desired room.

Informant IV

Name : An

Title : Sales Executive

Interview Date : February , 28 2014 at 15:00

1) The impact of using the reservation system that aimed to increased sales voucher KAHA hotels in Malang , has a quite an impact . Because of the tendency of guests who prefer efficiency , that is because the hotel

voucher that is printed using reservation online system has been able to obtain a guaranteed room, the more it will make consumers believe in performance when doing reservation at KAHA .

2) In addition, by using electronic vouchers that available at KAHA also allows guests no longer required to carry a hotel voucher upon check inn , making it easier for guests to bring a voucher if forgotten, can still check inn at hotel. This is because the parent is a hotel voucher by fax by KAHA to the hotel in question .

By this conversation that conducted with the officer the reservation information system that applied in PT KAHA Tours & Travel was instrumented to the marketing performance in term of carrying out its duties and responsibilities . A sales executive serving of consumers need in the field trip that required to the accuracy and efficient . In addition , the accuracy and efficiency is also important in the business service as the customer satisfaction with the services rendered . In this case , the reservation voucher sales information systems play an important role because most of the activities , includes a data input , process the booking , the voucher issued to the hotel as well as reporting to the head office . This is due to increase productivity and introduce PT KAHA to the wider society that the company is using the latest information technology to make consumers feel satisfied with the services provided because it is practical and efficient . In addition ,by

using the reservation information system intern owned by PT KAHA is made to abandon the old ways of marketing like manual vouchers when in certain circumstances. In addition, the presence of internal reservation information system owned by PT KAHA Tours & Travel is not directly can increase sales conducted hotel voucher sales executive because most consumers do tend to prefer the voucher electronically rather than manually .

3. **Advantages and Disadvantages of Voucher Sales Information System atPT KAHA**

Every company must have different information systems whether in support of its business activities . An information system to work according to the required by the company following are some advantages and disadvantages that founded on the reservation information system PT KAHA Tours & Travel Malang branch offices are:

Advantage

1. Represents a system which is integrated by KAHA headquarters in Surabaya that can monitor all business transactions of all branches related to sales transactions hotel voucher at PT KAHA Tours & Travel

2. Provide reporting forms to the Center KAHA hotel voucher sales transactions per sales executive branch and per counter online from every transaction made

3. Minimize the possibility of error to provide information to guests about hotel list, hotel rates, room types and other information related to the commonly that asked questions by guests

4. Helps facilitate the performance of a sales executive in the conduct of business activities

5. Creating each reservation transaction flow easier as a hotel voucher system therefore that it can processing faster and more efficient reservation hotel voucher .

Disadvantage

In addition to have several advantages , voucher sales information systems that exist in PT KAHA branch Malang also has some disadvantage

1. When used by some officer or user, sometimes the reservation system used to process each input to the hotel experiencing slow response constraints because many sales executives use the system together

2. Some hotels that are listed on the reservation system , but still in the stage of price revision . Revised price mean from KAHA contract price.

4. Obstacle of Voucher Sales Information System at PT KAHA

In application, a sales executive that using of information systems internal reservation at PT KAHA Malang also has some obstacles. Barriers commonly found in service hotel reservation voucher to customers is among

1. Current reservation information system on PT KAHA Tours Travel is online, therefore all branches using the same system so that if the network is too busy, will have an impact too long access

2. Sometimes, a list of hotels that are not desired by the guest on the reservation system. This means that the relevant hotel has not been cooperating with PT KAHA

3. If there is a name that corresponds to a choice, but there is no contract extension with PT KAHA, therefore there are still some hotel price revision that can not inform guests

4. Sometimes , if it has made the reservation and booking process, when did the hotel confirmation, the hotel in question turned out to be full .

5. At the time fax over confirmation of hotel vouchers that have been issued, sometimes the hotel would not accept the voucher to replace the new voucher because the voucher is delivered damaged

6. At the time of printing invoices as payment evidence, sometimes the voucher serial number listed on the invoice does not correspond to that of the system , it will not be printed automatically.

5. Proposition

In the last step of this research will result the proposition. Proposition of this research is started as follows :

1. If the sales voucher which using internal reservations system at PT . KAHA Tours & Travel, it will further add the convenience of the customer when compared with the use of manual systems .

2. If the implementation of internal reservation system for voucher sales at PT . KAHA Tours & Travel, it will further facilitate the marketing performance in terms of service .

3. If the reservation internal information systems used in the sale of a hotel voucher PT KAHA Tours & Travel, it will make the marketing performance become better, easier and efficient in terms of service and sales because in fact, sales executive using internal reservation system in performing their duties.

4. If the reservation internal information systems used in the sale of a hotel voucher in PT KAHA Tours & Travel, it will facilitate the marketing performance in terms of sales reports to the head office because the system is online so that all internal transactions using this system can be recorded automatically .

5. If the internal reservation system used in the sale of a hotel voucher PT KAHA Tours & Travel, there will be an increase in sales of hotel vouchers by the customer because of the process used and the output of electronic vouchers

CHAPTER V

CONCLUSION &SUGGESTION

A. Conclusion

Based on the formulation of the problems associated with the information system that has been implemented for a hotel reservation at PT KAHA Tours & Travel Malang branch, the role of the voucher sales information system on performance marketing, as well as data analysis that has been applied, it can be stretched, conclusions as follows

1. Voucher sales information system applied to the PT KAHA Tours & Travel including Malang branch is inter reservation information system. This system consists of a system of manual and online systems .

2. Referred to internal reservation system online sales process here is there that hotel voucher PT KAHA using internal online system that can be monitored by a central office for all transactions related to the hotel voucher that will go down in the system

3. Selling process voucher for hotel reservation that applied to the PT KAHA Tours & Travel Malang branch is the began by customer came and ask for the desired hotel. Therefore sales executive start to searched for a list of hotels and their name does have a contract with PT KAHA price. After that, the sales executive will presenting a list of prices and types of rooms as well as other

information that required to be mentioned . Once customers choose the hotel and room type that appropriate option , therefore the sales executive will try to confirm with the hotel, whether available or not, if available, sales executive will ask guests staying identity then enter the reservation data input form . Sales executive also related to ask the type of bed and with or without breakfast. After all the appropriate request from the consumer, the sales executive will be read back request from the consumer to avoid the mistakes before the vouchers issued, because if it had been done already issued payment. After that, sales executive hotel voucher use send a fax to the hotel to anticipate when guests forget to bring a hotel voucher so it can still check inn

4. Given voucher sales information system performance marketing is very helpful in carrying out their duties and obligations . Because the sales process the hotel voucher that of the PT KAHA , ranging from a data input process, the input to the reservation form as well as reporting the sale of vouchers issued between branch offices and the central reservation system 's use . Moreover, the consumers prefer to buy electronic vouchers than vouchers manually create using this reservation system can increase sales hotel voucher

B. Suggestion

1. As described above, due to the existing online reservation system on PT KAHA is online, then the case was very busy it will cause the system to move

slowly and hamper performance marketing, therefore the need for improvements to the existing system of reservation information.

2. To address the absence of hotel room bookings lack of transparency, in this case is sometimes there are some hotels when booked through KAHA, but full , when guests come straight to the hotel, there is room. Therefore, there should be more assertive agreement between a travel marketing and hotel marketing to overcome this problem .

3. If the contract price agreed between the parties hotels PT KAHA has expired, the price revision is expected to be done as soon as possible because there that to avoid questions from customers that did not disappoint as it relates to customer satisfaction .

4. The event of any recommendations from customers who do not have employment contracts to sell vouchers rooms or other facilities with PT KAHA and the hotel did meet the criteria of the standard pl owned by PT KAHA , the marketing team to respond immediately to start its collaboration.

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Appendix 1.

INTERVIEW GUIDANCE

1. Bagaimanasejarahberdirinya KAHA Tours & Travel, baikpusatmaupunkantorcabangMalang ?

2. Produkapasaja yang dijualdandipasarkanoleh PT KAHA Tours & Travel kantorcabangMalang ?

3. Bagaimana system kerja yang diterapkanpada PT KAHA Tours & Travel cabangMalang ?

4. Bagaimanainfrastruktur yang adapada PT KAHA Tours & Travel kantorcabangMalang ?

5. Sistemapa yang digunakan di PT KAHA Tours &Travel ?

6. Bagaimanakeamanan data yang ada di PT KAHA Tours &Travel ?

7. Bagaimana proses penjualan yang dilakukanpada PT KAHA Tours & Travel Cabang Malang?

8. Bagaimana system pembayaran yang dilakukanpada PT KAHA Tours & Travel CabangMalang ?

9. Kendala –kendalaapasaja yang adapada proses penjualan voucher pada PT KAHA Tours & Travel cabangMalang ?

10. Apakah system informasipenjualan voucher hotel yang telahditerapkanpada PT KAHA Tours & Travel telahberjalandenganbaiksesuaidenganketentuan yang ada ?

11. Bagaimana proses penggunaan system informasipenjualan voucher hotel yang adapada PT KAHA Tours & Travel cabangMalang ?

12. Apakahdenganadanya system informasireservasipenjualan voucher pada PT KAHA cabang Malang sangatmendukungkinerjatim marketing dalammenjalankantugasdankewajibannyadalampemasaranproduk ?

13. Sejauhmana system informasipenjualan voucher memberidampakterhadappeningkatanpenjualan voucher hotel pada PT KAHA Tours & Travel cabangMalang ?

14. Bagaimanadampatnyataterhadapkonsumenterhadap proses reservasi voucher hotel secara manual maupunelektronik ?

15. Bagaimanapenerapan system informasipenjualan voucher yang adapada PT KAHA dalambentuk website www.goindonesia.com ?

Appendix 3.

List of Pictures

Appendix 4 .

CURRICULUM VITAE

Name : Choirul Huda TommiPrastawaKusuma

Student Identity Number : 105030201121005

Place and Date of Birth : Blitar, 27 Januari 1992

Formal Education : 1. SD NegeriKebonAgung II Sidoarjo(2004)

   2. SMP Negeri 3 Sidoarjo   (2007)

   3. SMA Negeri 1 Sidoarjo   (2010)

   4. UniversitasBrawijaya Malang   (2014)

Internship Experience : PT. Bank BRI Syariah KC Diponegoro Surabaya

Research : The Role of Voucher Sales Information System for Hotel Reservation (Case Study at PT KAHA Tours & Travel Branch Office Malang)

Appendix 4 .

CURRICULUM VITAE

Name	: Choirul Huda Tommi Prastawa Kusuma
Student Identity Number	: 105030201121005
Place and Date of Birth	: Blitar, 27 Januari 1992
Formal Education	: 1. SD Negeri Kebon Agung II Sidoarjo (2004)
	2. SMP Negeri 3 Sidoarjo (2007)
	3. SMA Negeri 1 Sidoarjo (2010)
	4. Universitas Brawijaya Malang (2014)
Internship Experience	: PT. Bank BRI Syariah KC Diponegoro Surabaya
Research	: The Role of Voucher Sales Information System for Hotel Reservation (Case Study at PT KAHA Tours & Travel Branch Office Malang)

No. : 031040/KAHA-SBY/V/2014

KAHA
TOURS & TRAVEL

Certificate

Present this certificate to :

CHOIRUL HUDA TOMMI PRASTAWA KUSUMA

Has successfully completed :

On The Job Training

AT   KAHA TOURS & TRAVEL MALANG

In February 17, 2014 - March 17, 2014

Surabaya, May 30, 2014

Husin Chirid
H.R.D Director

Muhamad ALDJUFRI
President Director