



The Role of Cooperation with Allobank in Increasing Sales of Outbound Tour Packages at Antavaya Bali

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ABSTRACT

This study aims to determine the role of cooperation with Allobank in increasing sales of outbound tour packages at Antavaya Bali. The population in the study were 200 customers who had purchased outbound tour packages at Antavaya Bali and used Allobank services. Data analysis techniques used validity test, reliability test, classical assumption test, multiple linear regression analysis, coefficient of determination test, and t test. From the results of the study, the results obtained were that cooperation with Allobank had a positive and significant effect on the level of sales, where the t value was 14.482 and the sig value was 0.000. The magnitude of the influence of cooperation with Allobank on the level of sales of outbound tour packages is 51.4%.

Keywords: cooperation, outbound tour package, sales.

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1. INTRODUCTION

Indonesia's tourism industry brings Indonesia's name to be known worldwide. Natural beauty is one of the attractions offered and attracts many foreign tourists to visit Indonesia. Indonesia is known to have exotic tourist attractions. Every tourist attraction in Indonesia has cultural arts, linguistic diversity and customs that are still preserved by the community today. (Rahma, 2020). The uniqueness possessed by Indonesia makes foreign tourists interested in visiting. Foreign tourists who carry out tourism activities can consume tourist commodities in the destination country. This results in an increase in production and income related to economic growth. (Yakup & Haryanto, 2019).

Economic growth is closely related to the production and purchase of goods and service users (Yakup & Haryanto, 2019). Where higher economic growth will make people's income increase. In the tourism sector, economic growth is seen from the number of tourist visits. The high number of foreign tourist visits can help in the country's foreign exchange income. In addition to foreign tourists who can help economic growth, domestic tourists who travel abroad can also increase the country's foreign exchange. The following is data on the number of domestic tourists abroad for the period 2015 to 2020.

Tabel 1. Number of Domestic Tourist abroad in 2015 - 2020

Year	Domestic Tourist (Million)	Growth
2015	8,31	15,6%
2016	8,46	15,8%
2017	9,06	16,9%
2018	10,88	20,3%
2019	13,76	25,7%
2020	2,92	5,4%

Sources: Badan Pusat Statistik (2023)

Judging from tourist data in 2020, which experienced a drastic decrease of 20.3% due to the Covid-19 virus. The Covid-19 virus is an infectious disease caused by SARS-COV-2. (Nurkholis, 2020). The Covid-19 virus first appeared in Wuhan, Hubei Province, China on December 31, 2019 reported by the WHO (World Health Organization). (Gössling et al., 2020). The Covid-19 virus has changed social life sectors around the world, including the tourism sector in Indonesia. The impact of the Covid-19 pandemic has changed tourist travel patterns, resulting in decreased tourist visits (Yang et al, 2020; Li et al, 2020; Ismail et al., 2022).

Travel agencies have also experienced the impact of this pandemic. Travel agencies experienced a decline in sales until several travel agencies were forced to go out of business. One of the travel agencies that has also experienced the impact of the pandemic is Antavaya. Antavaya is a travel agency that is still operating since 1976 until now. PT. Anta Express Tour & Travel Service serves various tourist trips such as inbound and outbound tour packages, airline tickets, hotels and villas, incentive trips, conventions and exhibitions, cruises, travel insurance and Umrah. Antavaya has 17 branch offices, one of which is Antavaya Bali. The following are tourism products owned by Antavaya Bali:

Table 2. Tourist Products sold by Antavaya Bali

Nama of Products	Keterangan
Outbound Tour Package	Outbound tour packages in Antavaya Bali have various choices of destinations and countries such as Turkey, Western Europe, Eastern Europe, Korea, Japan, and Vietnam Tour Packages Inbound tour packages at Antavaya Bali handle especially domestic tourists and incentive groups from other Antavaya branches.
Airlines ticketing	Flight tickets at Antavaya Bali provide various choices of airlines, such as domestic airlines, namely Garuda Indonesia, Lion Air, Citilink and so on. As for international airlines, there are Singapore Airlines, Jetstar, Virgin, Emirates, Scoot, and so on.
Accommodation	Various accommodation options are available in Antavaya such as Hotels and Villa. With international and local hotels
Cruiselines	Cruise ship products owned by Antavaya Bali from Royal Caribbean International and Resort World Cruise with various options such as 3D Penang Sailing,

	4D Malaysia Sailing, 2D Malaysia Cruise, 3D Malaysia Penang Cruise..
Travel Documents	Antavaya Bali handles arrangements for travel documents such as passports and visas. For visas only for holiday and bussiness.
Travel Insurance	Travel insurance owned by Antavaya Bali in collaboration with Bank BCA and Bank Mega, thus using Mega Travel Insurance and BCA Travel Insurance

Source: Antavaya Bali (2023)

The most popular tourist product by tourists is outbound tour packages. The following is the sales data of outbound tour packages in Antavaya Bali calculated in groups and participants who buy.

Table 3. Growth of Sales

Year	Total sold/pax	Growth
2018	320	28,5%
2019	295	26,3%
2020	112	10%
2021	-	-
2022	392	35,03%

Source: Antavaya Bali (2023)

The number of sales in review of the number of participants who bought outbound tour packages at Antavaya Bali decreased drastically reaching 16.3% due to the Covid-19 pandemic. However, this company is aggressively carrying out marketing strategies to increase the number of sales. Effective marketing is marketing through online media.

Marketing through online media is very helpful for stakeholders, especially travel agencies in introducing tourism products to potential customers. Marketing is considered as promotional or advertising material. But actually marketing is a complex concept that is used as a plan in action to create awareness about the business, increase sales, to promote products or services (Marlina et al, 2020).

According to Al-azzam & Al-mizeed (2021), the internet has helped travel agencies in getting greater opportunities in product marketing. Judging from internet users, especially in Indonesia, it currently reaches 205 million users. From research conducted by Hootsuite (We Are Social), a platform that presents internet data, internet users in Indonesia almost reach 73.7% of the entire population in Indonesia. The Internet is the most influential factor in human cultural, economic and social change. The way humans speak, communicate, and act has changed due to the presence of digital technology. Along with technological advances, trends in the business world are increasingly varied and growing, the trend in the business world is that marketing strategies can be done by cooperating with other companies. (Marlina et al, 2020).

Along with the development of technology today, marketing strategies in cooperation with other companies become a basic effort in connecting tourist destinations with the wishes of tourists. Marketing through cooperation will make it easier to reach the target

market to be addressed. This marketing strategy is used to increase sales of goods or services. (Hoang Tien et al., 2020). Marketing through collaboration is carried out by Antavaya Bali with a digital-based bank, Allobank, to attract consumer decisions in buying products. Ease in the process of paying for products or services will affect consumer purchasing decisions.

Allobank is a digital-based bank that is used to meet financial needs, where consumers can carry out financial and non-financial activities in one application. Allo is an abbreviation of "All in One" which means all in one. This application can be downloaded on the google play store (for android users) and app store (for iOS users). The Allobank application makes it easier for consumers to make transactions such as transfers, paying bills, top ups, cash withdrawals and allo paylater. The Allobank app was first launched on May 22, 2022. Although it hasn't been a year when it was launched, the total Allobank downloader has now reached more than 1 million with a rating of 4.2/5 on iOS users and a rating of 3.6/5 on Android users. (Allobank, 2023).

Supporting products owned by Allobank are Allo Pay Digital Wallet, Allo Pay + Digital Wallet, Allo Prime Savings, Allobank Deposits, Allobank Paylater, and Allobank online loans. Products owned by Allobank are used to meet consumer needs. In addition to products, Allobank has several advantages such as making it easier for consumers to transact by providing free transfer fees to other banks, get many promos from the CT Corp network such as getting cashback and discounts, transfer services using BI-Fast that can provide fast, secure and efficient retail transactions, and get some points for certain transactions so that they can be exchanged as a means of payment. Based on the advantages of Allobank, of course, there are some disadvantages of Allobank such as application features that are still incomplete, there are problems when entering money into Allobank (top up), every time you open the application you have to re-login, and some types of mobile phones sometimes experience problems when downloading this application.

The weakness of Allobank does not make the number of downloaders reduced. The number of Allobank users is increasing every day, making this application get a pretty good rating. Antavaya Bali collaborates with Allobank in purchasing outbound tour packages. Antavaya Bali made a strategy so that outbound tour package sales increased after using Allobank as a diigital bank that help in transactions. The following is transaction data through Allobank on the 2022 tour participant data in Antavaya Bali.

Table 4. Total Transaction of outbound Tour Package at Antavaya Bali 2022

Type of Transaction	Total Transaksi
Allobank	236
Mega First Infinite	17
Transfer other bank	83
Cash	56
Total	392

Based on the table above, the number of outbound tour packages that have been sold in 2022 is 18 groups with a total of 392 participants. Allobank is most widely used in outbound tour package purchase transactions in Antavaya Bali. In this case, researchers are interested in researching Allobank because it is to find out the extent to which Allobank can influence customers in purchasing outbound tour package decisions.

Therefore, the author is interested in researching whether cooperation with the Allobank business network can affect the sales level of outbound tour packages in Antavaya Bali. Hereby, the author takes the title "The Role of Cooperation with Allobank on Increasing Sales of Outbound Tour Packages in Antavaya Bali".

2. METHOD

This study uses quantitative methods with correlational research methods. This method is used to determine the extent to which variations in one variable are related to other variables. This method aims to find out the presence or absence of relationships between variables.

Population is a measure used to determine or identify individuals in a study (Creswell, 2016). So, the population that will be used in this study is customers who have purchased outbound tour packages in Antavaya Bali. The sample is a subset of individuals who have been identified through the population. (Creswell, 2016). The sampling technique used is Non-Probability Sampling with a purposive sampling method that is set intentionally as many as 200 respondents.

2.1 Test Validity

Table 5. Result of Validity Test

No	Variabel	Item Statements	Pearson Correlation	Note
1	Collaboration with Allobank (X)	X.1	0,868	Valid
		X.2	0,874	Valid
		X.3	0,869	Valid
		X.4	0,875	Valid
		X.5	0,847	Valid
		X.6	0,870	Valid
		X.7	0,869	Valid
		X.8	0,849	Valid
		X.9	0,881	Valid
		X.10	0,909	Valid
		X.11	0,823	Valid
		X.12	0,876	Valid
		X.13	0,886	Valid
		X.14	0,880	Valid
		X.15	0,876	Valid
		X.16	0,896	Valid
		X.17	0,865	Valid
		X.18	0,842	Valid
2	Sales (Y)	Y.1	0,852	Valid
		Y.2	0,852	Valid
		Y.3	0,828	Valid
		Y.4	0,825	Valid
		Y.5	0,869	Valid
		Y.6	0,852	Valid
		Y.7	0,829	Valid
		Y.8	0,901	Valid
		Y.9	0,830	Valid
		Y.10	0,844	Valid

3. RESULT AND DISCUSSION

3.1 Results

3.1.1 Normality Test

Tabel 6. Normality Test: One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.77334681
Most Extreme Differences	Absolute	.062
	Positive	.060
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.061 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The Kolmogorov-Smirnov test results shows that the Asymp. Sig. (2-tailed) is 0.061, that is, the value is greater than 0.05, so it has passed the normality test, so it is said to be normally distributed. Following are the results of the normality test using the normal plot graph

3.1.2 Multikolinierity Test

Table 7. Multikolinierity Test: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1. (Constant)	13.988	1.742		8.030	.000		
Kerja sama dengan Allobank	.359	.025	.717	14.482	.000	1.000	1.000

a. Dependent Variable: Sales

The table shows that the tolerance value of each independent variable in this study is greater than 0.1 and the VIF value of each independent variable is smaller than 10, so it is concluded that the data is free from symptoms of multicollinearity. This means that the independent variables in the regression model are not interrelated.

3.1.3 Simple Linear Regression Test Results Coefficients

Tabel 8. Hasil Analisis Regresi Linear Sederhana: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.988	1.742		8.030	.000
Kerja sama dengan Allobank	.359	.025	.717	14.482	.000

From the value of the constant and the value of the regression coefficient of the independent variable, a simple linear regression equation is obtained as follows.

$$Y = a + bX$$

$$Y = 13.988 + 0.359X$$

Based on the equation of the simple linear regression line obtained can be described as follows:

- 1) The constant value of 13.988 can be interpreted that if the variable of cooperation with Allobank is eliminated, the sales level will be a constant of 13.988.
- 2) Nilai koefisien regresi variabel kerja sama dengan Allobank sebesar 0,359 yang bernilai positif, menunjukkan bahwa apabila kerja sama dengan Allobank mengalami peningkatan sebesar satu satuan maka tingkat penjualan akan mengalami peningkatan sebesar 0,359. Koefisien regresi yang bernilai positif berarti kerja sama dengan Allobank mempunyai pengaruh yang positif terhadap tingkat penjualan.

3.1.4 Coeffiesient t Test Results

Table 9. Test Results t Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.988	1.742		8.030	.000
	Kerja sama dengan Allobank	.359	.025	.717	14.482	.000

a. Dependent Variable: Sales

As shown in Table 11. T test of the variable cooperation with Allobank (X) against the sales level (Y) of airlines in Antavaya Bali is as follows:

H1: Cooperation with Allobank has a positive and significant effect on the sales level of outbound tour packages in Antavaya Bali. The calculated value of responsiveness (X) is 14.482 and the significance value is 0.000

The level of significancy in this test is α (confidence level) = 5% or 0.05 then with degrees of freedom $df = n - k - 1$, then $df = 200 - 1 - 1 = 198$. The magnitude of $t_{table} = t(\alpha, df)$ so that the value sought is $t_{table} (0.05; 198)$. Based on the distribution table t in appendix 8, the value of $t_{table} = 1.972$

3.1.5 Coefficient of Determination Test Results

Table 10. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.514	.512	4.785

Based on Table 12 above, the R Square value can be calculated according to the following formula:

$$D = R^2 \times 100\%$$

$$D = 0.514 \times 100\%$$

$$D = 51.4\%$$

The R square value of 51.4% shows the magnitude of the variable contribution of cooperation with Allobank to the sales level, which is 51.4%. While the remaining 48.6%, the rest were influenced by other variables that were not studied in this study. This means that cooperation with Allobank is able to have an influence of 51.4% on sales levels.

3.2 Discussion

The t value is $14.482 > 1.972$ and the significance value is $0.000 < 0.05$. From the results of this analysis it can be concluded that H1 is accepted. This shows that cooperation with Allobank has a positive and significant effect on the level of sales of outbound tour packages at Antavaya Bali. The results of this study indicate that the better the cooperation with Allobank, the higher the level of sales of outbound tour packages at Antavaya Bali.

The magnitude of the influence of cooperation with Allobank on the sales rate of outbound tour packages in Antavaya Bali is 51.4%. The results of this study are supported by the results of Christofer and Memarista's research (2019) explained that the better the cooperation with suppliers, the more successful the business.

The results of respondents' assessment of cooperation with Allobank obtained an overall average score of 3.83 which was in the good category. The highest average on the variable of cooperation with Allobank is in the statement "Antavaya Bali's cooperation with digital-based bank Allobank aims to increase company sales", obtained an average value of 4.01 which is included in the good category. As for the lowest average on the variable of cooperation is equal to Allobank is in the statement "Antavaya Bali's collaboration with digital-based bank Allobank makes service more practical to customers", obtained an average score of 3.67 which is included in the good category. Thus, what needs to be considered to be improved is the result of the lowest average statement, namely practicality in using Allobank

4. CONCLUSIONS

Based on the data obtained from the results of the analysis, it can be concluded that cooperation with Allobank has a positive and significant effect on the sales level of outbound tour packages in Antavaya Bali. Evidenced by the results (t-test) where a calculated value of $14.482 > 1.972$ and a significance value of $0.000 < 0.05$. This means that the better the cooperation with Allobank, the more it will increase the sales rate of outbound tour packages in Antavaya Bali. The magnitude of the influence of cooperation with Allobank on the sales rate of outbound tour packages in Antavaya Bali is 51.4%.

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