

Analysis of Online Travel Agent Receivables Procedures with VHP Accounting Information Systems (Case Study at XYZ Hotel)

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Received: 24 Juli 2024; Revised: 03 September 2024; Accepted: 27 September 2024

Abstract

The rapid development of technology is being used well by various sectors, one of which is the hotel services sector in the operational activities of a company. At XYZ Hotels, an accounting information system in the VHP (Visual Hotel Program) is used for recording processes, making payments, and predicting income receivables from Online Travel Agent (OTA) to be well managed. Problems sometimes occur in the procedures for recording and payment of OTA receivables, so there needs to be a plain and standard procedure to serve as a guide. Therefore, this research explains the procedure of OTA receivables with the Accounting Information System VHP (case study at XYZ Hotel). This research was started in January until May 2024 to explain the procedures for OTA receivables with the Accounting Information System VHP (case study at XYZ Hotels). This research used qualitative research methods with data collection techniques using observation, interviews, library research, and documentation. The results of this research are that the procedure for recording and payment of OTA receivables using the VHP has according to PSAK No. 43, the system supports it for the hotel, and the website of the OTA makes it easy to reconcile or match data.

Kata kunci: receivables; online travel agent; accounting information systems; VHP

INTRODUCTION

Nowadays, when it comes to traveling, Indonesians prefer using Online Travel Agents (OTA) over traditional travel agents. As a result, hospitality companies collaborate with OTA to sell hotel facilities or products. As a result, this has led to outstanding receivables from the OTA, as most hotels use accrual based accounting methods. Based on the explanation above, the problem statement is how to record and pay the receivables from Online Travel Agents using the VHP Accounting Information System at XYZ Hotel, to understand the procedures for recording and pay Online Travel Agents receivables using the VHP Accounting Information System at XYZ hotel.

Technological progress will advance alongside scientific progress, making humans continue to innovate to facilitate human activities. This trend is evident in the hotel industry. One of the impacts of technological progress on the hotel industry is the emergence of Online Travel Agents (OTA). Online Travel Agents (OTA) have revolutionized the hotel industry by enabling customers to make reservations online through the Internet with the support by sophisticated technology. Therefore, hotels need procedures for recording and paying receivables for Online Travel Agents (OTA) using the VHP accounting information system to find out information about income and receivables for Online Travel Agents (OTA), as well as an internal control system to prevent losses.

According to data from Google Indonesia (Iswahyuniarto, 2023), the transaction value of Indonesian Online Travel is expected to be the highest in Southeast Asia. This indicates that Online Travel Agents (OTA) play a positive role in the Indonesian tourism industry. Hotel XYZ collaborates with several Online Travel Agents (OTA), such as Traveloka, Tiket.com, Agoda, MG Holiday, and Booking.com, as part of their marketing strategy. They conduct promotions, online advertising, and other activities to maximize profits.

The rapid development of technology, including the development of accounting information systems, is the basis for recording, paying, and collecting receivables using a computerized system so that companies do not experience obstacles in the reconciliation process, minimize human error, and prevent fraud. Accounting information systems are all elements (hardware, software, brainware, procedures, databases, and communication network technology) and sub elements that form the accounting information system must be integrated to produce quality information (Prayoga et al., 2021).

Companies in the hospitality sector typically utilize an Enterprise Resource Planning (ERP) system to integrate their departments effectively and efficiently (Egnes et al., 2023). The purpose of this system is to facilitate resource management planning within the company. ERP has the function of facilitating various business processes that occur in the company so that the processes that occur between each department can be implemented effectively and efficiently. The existence of ERP allows the information presented between departments to be real-time information so that the information owned by the company is also guaranteed to be accurate.

The hotel industry uses different systems such as Maxial, Insoft, Opera, Power Pro, and Visual Hotel Program. At XYZ Hotel, the VHP (Visual Hotel Program) system is utilized in the ERP system. This system automates the recording and payment process for Online Travel Agents (OTA) and provides the Finance Controller with information on outstanding payments, receivables, receivable aging, and other records for decision making. Therefore, the VHP software systems is referred to as an accounting information system (Avelina Nona Lehan & Yessi Puspitha, 2023).

In addition, the Visual Hotel Program (VHP) system is utilized to reconcile account receivable payments (receipts of funds from the travel agent ledger between the VHP system and bank statements), record receivables, and provide information on daily income of Online Travel Agents (OTA), receivables age, and payment results. Each Online Travel Agent (OTA) has a different receivables payment system, so it will be an interesting discussion in this study to find out the procedures for recording, paying, and collecting receivables, especially considering the various cases involving Online Travel Agent (OTA) and the accounting information systems Visual Hotel Program (VHP).

Furthermore, previous research conducted by (Mustika et al., 2022) is a study using a descriptive qualitative method, explaining the recording procedure that is clear and easy to understand by readers and users of the Insoft Accounting Information System. The results of the study are that the Online Travel Agent (OTA) receivables recording procedure using the Insoft accounting information system at Eska Hotel has been running well, the receivables recording system can provide outstanding information along with due dates, and the system used is specifically for the hotel industry so that data reconciliation or matching can be easily to do.

Agency Theory

According to Harry I Wolk, James L. Dodd, and John J. Rozycki (2017), agency theory emerged due to the separation of interests created in a corporation between management interests and ownership outside the corporation and is not involved in management decision-making. The relationship between management and ownership has been regulated in an agreement containing the authority and responsibilities of each policymaker and management.

Definition of Procedure

According to (Istanti Enny, 2020), a procedure is a sequence of clerical activities created to ensure uniform handling of company transactions that occur repeatedly. Clerical activities include activities carried out for recording, paying, and collecting receivables, so the activities carried out are writing, duplicating, and comparing. (Buana et al., 2023) define a procedure as a planned sequence of work or activities to handle repetitive tasks in an integrated manner.

When carrying out an activity, an organization requires guidelines to regulate and control all activities. These guidelines can be in the form of written work procedures or displayed as flowcharts or diagrams. The main principle of the procedures is simple – it must pay attention to the flow of work and support the achievement of goals (Dwi Astika Nasution et al., 2021). These guidelines can also be called internal controls of an entity.

Account Receivables

In the Pernyataan Standar Akuntansi Keuangan (PSAK) No. 9, accounts receivable are receivables arising from the sale of products or the provision of services in the context of the company's normal business activities. These receivables are expected to be collected within the business cycle and are classified as current assets (Anastasia, 2020). According to (Wicaksono et al., 2022) receivables are bills in the form of money within a specified period, either from the close out of products or services or the provision of loans (debt) to other parties.

From the understanding of the experts that have been declared, be able to assume that receivables are a company's bill (claim) to another party arising from the sale of goods or services on credit in hotel operational activities. (Roslinda & Nurlaila, 2022), The accounts receivable system involves keeping track of the money owed by customers for goods or services purchased on credit. The system is designed to record transactions related to accounts receivable, such as credit sales, and to track reductions in accounts receivable resulting from cash received. Therefore, the existence of an account receivable division that has the task of making payments or billing on products and services in the form of credit.

Online Travel Agent (OTA)

Technological advances are utilized by Online Travel Agent (OTA) for the community to meet the needs of travel or accommodation that can be online. Online Travel Agent (OTA) is a third party that works together in the occupancy sales process (room occupancy) as an effective distribution channel compared to traditional travel agents (Mustika et al., 2022). Online Travel Agent (OTA), in the form of a website and application to use that is effective, efficient, and flexible.

An Online Travel Agent (OTA) is a type of travel agency that operates as an online promotional and sales platform, utilizing a website or application to distribute and facilitate bookings for businesses in the tourism industry (Isya' et al., 2023). Each Online Travel Agent (OTA) has its regulations for recording receivables. Still, most Online Travel Agent (OTA) will send a history of receivable payments and outstanding receivables on the website of each Online Travel Agent (OTA) so that very important for companies to use an accounting information system in the process of recording and paying receivables to match data entered by the Front Office department with money received by the company.

Accounting Information Systems

According to (Oroh et al., 2021), a system is a group of elements that are closely related to each other and have usefulness in achieving particular goals. Meanwhile, according to (Noviastuti et al., n.d., 2021), an accounting information system is a process, procedure, and system that collects accounting data from a business, records accounting data into appropriate records, processes accounting data in detail by clarifying, consolidating, and reporting accounting data to internal and external users for corresponding decision making.

In this case, companies in the hospitality sector also need a system that can present accounting and financial information quickly and accurately to assist the strategic decision-making process by the hotel management to maintain and improve the quality of its services (Rofiudin et al., n.d., 2019). Therefore, the implementation of the particular accounting information system will result in good document administration and the practice of effective and efficient procedural processes to improve the services provided to customers.

Visual Hotel Program (VHP)

The Visual Hotel Program (VHP) is software that provides convenience for users by connecting various departments. It includes menu options like Front Office, General Cashier, Account Receivable, Housekeeping, and more (Dari et al., 2023). In addition to providing convenience, VHP offers several advantages, such as a multi-level security system activated by user privileges. It can operate in various languages under Microsoft Windows, making it easy to learn quickly, and supports hotel operational

activities. Obstacles, such as errors, system downtime, and internet problems are handled well by the VHP provider.

PSAK No. 43

In Indonesia, there are accounting practice standards prepared and published by the Dewan Standar Akuntansi Keuangan (DSAK) formed by the Ikatan Akuntansi Indonesia (IAI), PSAK (Pernyataan Standar Akuntansi Keuangan) which regulates matters regarding the creation, preparation, recording, and presentation of accounting data to be a guideline so that financial reports will be easier compared to before because the writing and recording standards are the same.

At XYZ Hotel, the accounting treatment of receivables is presented by PSAK No. 43 concerning Factoring Accounting. Based on PSAK No. 43 (Rante Lande et al., 2024), states that receivables are a type of payment in the form of a company's short-term purchase or collection originating from business transactions. Therefore, hotel operational activities cannot avoid receivables so a provision for doubtful accounts must be determined from the total receivables to accommodate the possibility of uncollectible receivables.

RESEARCH METHOD

In this study, the type of research used is a qualitative case study, the results of the study focused on providing objective procedures about the actual conditions of the object under-researched. According to (Rizky Alvionnita et al., 2020), qualitative research is research to understand the phenomena of what is observed by the research subject, for example, behavior, perception, motivation, actions, and others with descriptions in the form of explanations in a specific natural context and utilizing various natural methods.

This research took place at XYZ Hotel, located at Jl Jemursari, Surabaya, Indonesia, from January to May 2024. The hotel offers a variety of service rooms, meeting rooms, banquets, and other amenities in partnership with Online Travel Agents (OTA) and other companies. In data collection, the data used is primary data obtained directly from the XYZ hotel using data analysis technique, in the form of analyzing the OTA receivables procedure using the VHP Accounting information system implemented by the XYZ hotel. The data collection techniques used include observation, interviews, literature studies, and documentation.

RESULTS AND DISCUSSION

OTA Receivable Recording Procedure

The accounts receivable recording procedure relates to six entities, including guests, receptionists, night auditors, the accounting department, online travel agents, and finance controllers.

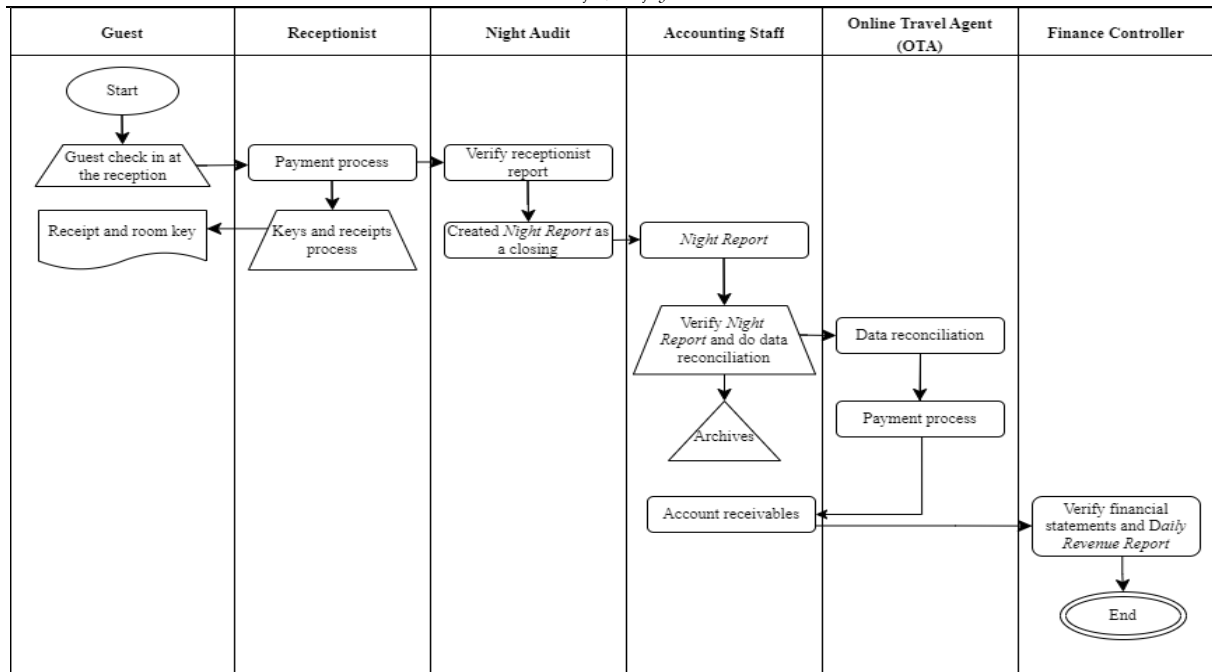


Figure 1. Flowchart OTA Receivable Recording Procedure

1. Guest

- 1) Guests face the receptionist with the booking code that has been received, through the Gmail Online Travel Agent.
- 2) Guests check in according to the booking and get a receipt as proof of payment and key room.

2. Receptionist

- 1) The receptionist receives a booking code from a guest who has previously received a booking code.
- 2) The receptionist performs the check in process at accounting information systems in the VHP.

3. Night Audit

- 1) Night Audit checks the daily revenue report and night report on the VHP system.
- 2) Night Audit submits the night report to the Accounting department.

4. Accounting Department

- 1) The Accounting Department receives a night report containing transactions created by the Night Audit.
- 2) Checking journal transactions, summary cashier reports, and evidence of OTA and Walk-in Guest (WIG) or Free Independent Traveler (FIT) transactions.
- 3) Transactions are separated through cash deposits, credit cards, and also transfer banks, as well as guest folios, especially Agoda, MG Holiday, and Booking.com as document archives.
- 4) The recording of income in Listing on the night report.
- 5) Reconcile data created and billing of receivables to OTA.
- 6) Receive payments from an OTA.

5. Online Travel Agent (OTA)

- 1) The do data reconciliation.
- 2) The sending payments to the hotel.

6. Finance Controller

- 1) Verify financial statements and daily revenue report.

OTA Receivables Payment Procedure

Hotel XYZ records and pays OTA receivables using a well-computerized system, namely the accounting information systems VHP, as follows the procedure for paying OTA receivables with the accounting information systems VHP.

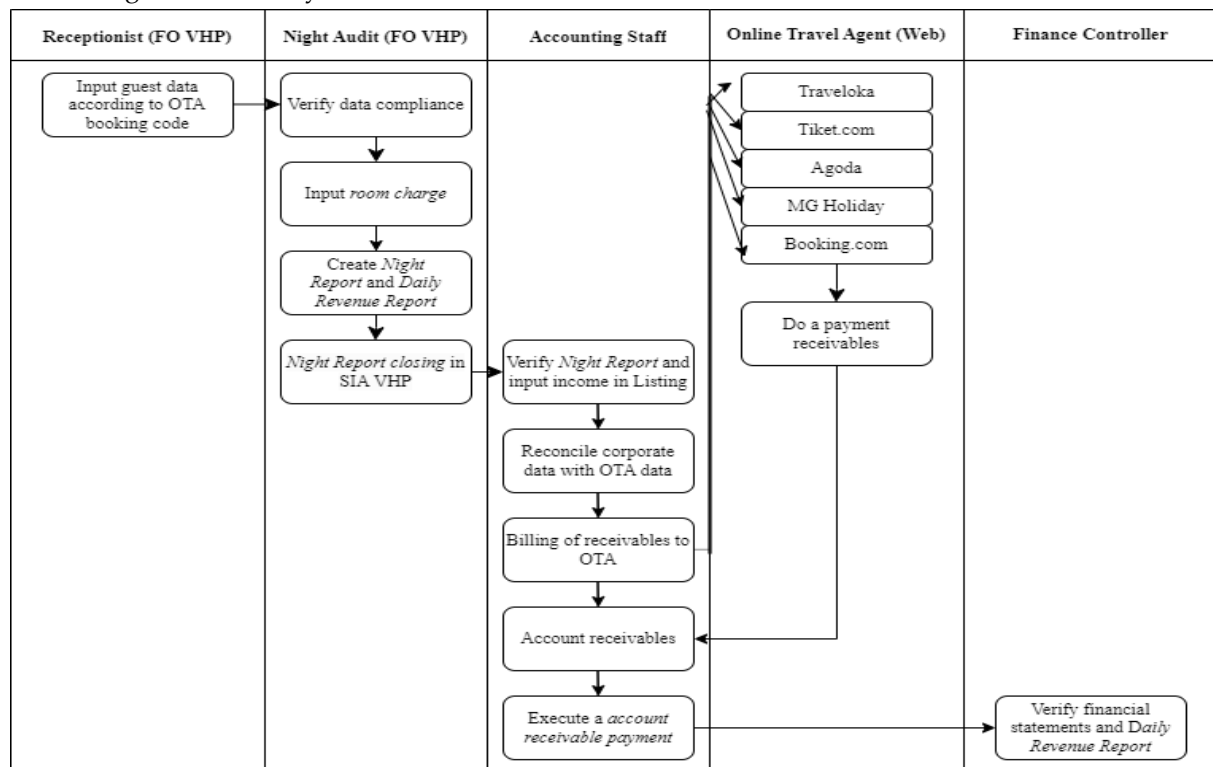


Figure 2. Flowchart OTA Receivables Payment Procedure

1. Login to the accounting information systems VHP with the username and password of each user.
2. Click account receivable, then click the a/r payment menu. Next, open the receptionist's Gmail in the browser. In the search menu, type the booking code number listed on the BCA bank statement.
3. Click the travel agent ledger menu, then check the nominal and booking code. If appropriate, make an a/r payment to the OTA to reconcile the data with the Chart of Account (COA) that has been assigned.
4. The booking and check-out dates will affect when carry out account receivable payments It is necessary to check the f/o receptionist menu.
5. The end in making payments and data conformity can be viewed through the account receivable payment list.

OTA Receivables Billing Procedure

The website assists in collecting OTA receivables billed from three specific companies Agoda, MG Holiday, and Booking.com. However, Tiket.com and Traveloka automatically remit their receivables. It's important to reconcile the receivables from these companies to ensure that there are no discrepancies or misunderstandings. The procedures for collecting receivables from OTA are as follows

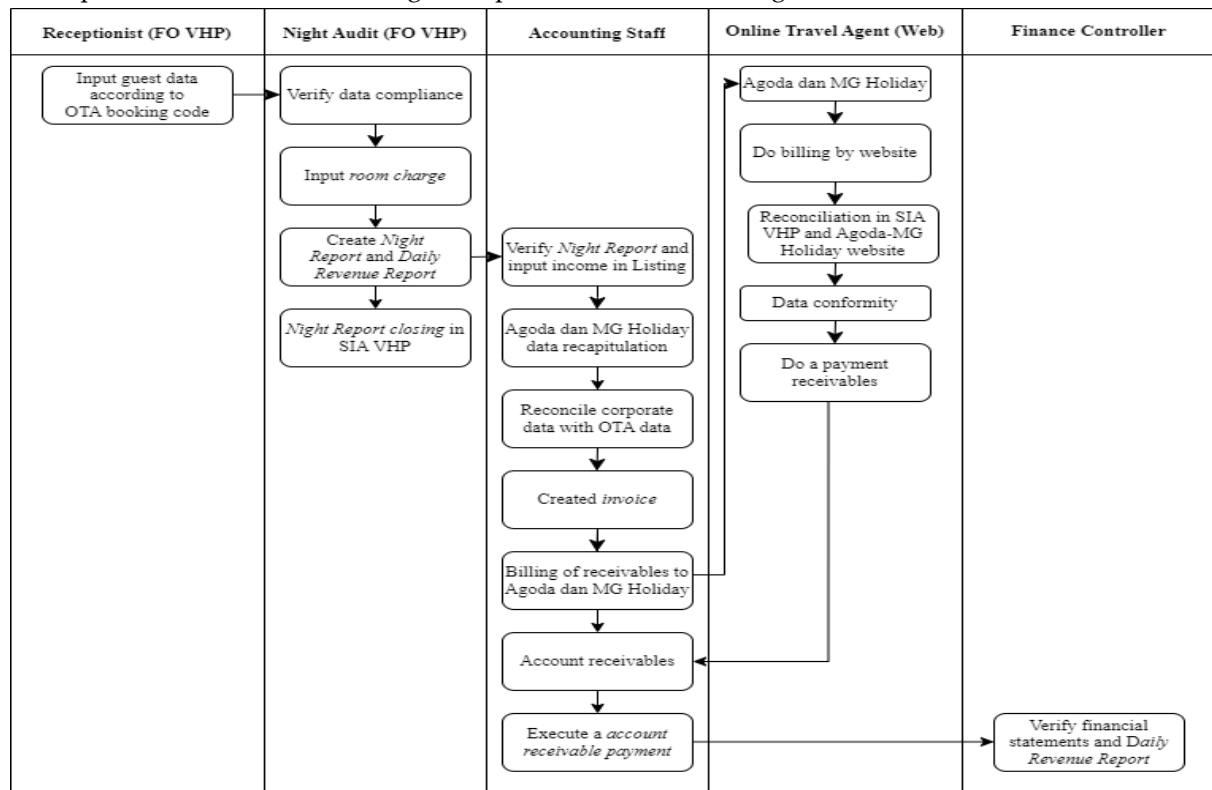


Figure 3. Flowchart OTA Receivables Billing Procedure

1. Click back on the account receivable menu in the accounting information systems VHP, then click on the account receivable aging list. Then, to adjust the reports of each OTA. If appropriate, so billing receivables from the party.
2. In billing receivables from OTA Agoda, through the Agoda website. First, open extra.net and log in. Then, click the YCS and finance menu. Then, select the current transaction and select all approved. Click next, displaying the receivables bill using Agoda, copied in Microsoft Excel as a document archive.
3. If the transaction matches the invoice, click select approval and click next to the bill and payment will be sent automatically within Agoda working hours.
4. After the sales draft (proof of each transaction) issued by the EDC (Electronic Data Capture) machine appears, a summary of the Agoda guest folio will be carried out by attaching the related sales draft to give to the Account Receivable staff as a document archive. After that, make account receivable payments to Agoda di in the VHP systems.

5. In the MG Holiday receivables collection process, through MG Holiday Gmail accompanied by a summary of the nominal and MG Holiday guest folio that has been checked by the Income Audit division and signed by the Finance Controller. Then, a scan is also carried out as an archive of company documents.
6. Then, recap the MG Holiday guest folio by attaching a scan of the MG Holiday nominal recapitulation as a hotel document archive and do an account receivable payment on MG Holiday in the VHP system.

In making an account receivable payment with the accounting information systems VHP, there are cases where guests who have made a reservation cancel their stay. In this case, the OTA system records the transaction with a refund statement. Meanwhile, the accounting information systems VHP adjusts the data in the OTA system.

Implementation of PSAK No. 43

The recording transactions in accounting adopted by XYZ Hotel uses the accrual based method, namely that revenue is recognized when earned, when realized, and occurs when the company makes a transaction selling goods or services done even though cash has not been received, so the transaction has been recorded and recognized as accounting revenue. Thus, the accounting treatment of receivables at XYZ Hotel is by PSAK No. 43, including the journal entries required for recognition.

Returned guest receivables are presented in the financial statements at the collectible value, while guests stay at the amount of the receivables. Because of this, the return guest receivables an allowance for receivables that are estimated to be unbilled and bad debts based on management decisions. The procedure for recording and paying receivables at the XYZ Hotel has been explained by PSAK No. 43 and the accrual based accounting method. Procedure for recording and payment the receivables from Online Travel Agents using the VHP Accounting Information System at XYZ Hotel according to PSAK No. 43.

Known is that PSAK No. 43 on Akuntansi Anjak Piutang has been revoked by PPSAK 2 on December 5, 2009, so it can be related to PSAK No. 23 revised 2018 paragraph 22 (Fratiwiy Malonta et al., 2023), explaining that revenue is recognized just only if it is probable that the economic benefits related to the transaction will flow to the entity. This explanation is by the method of recording transactions in accrual basis accounting and PSAK No. 43 applied by XYZ Hotel regarding the recognition of revenue and receivables.

CONCLUSION

Summary

The results of the study indicate that the procedure for recording and paying receivables for OTA using the VHP system or program at the XYZ hotel according to PSAK No. 43, the system used has been computerized, specifically for companies in the hotel services sector, and supported by the OTA) system. The use accounting information system is equipped with a receivable recording system that helps the receivable collection process by providing information on the nominal, outstanding, and age of receivables. This system can also fix double journal postings or incorrect Chart of Account (COA) inputs. In addition, the recording of transactions in accounting applied by XYZ Hotel using the accrual based method with the accounting treatment of receivables based on PSAK No. 43 is the journal

recording required in recognition. However, PSAK No. 43 has been revoked by PPSAK 2 researchers associate it with PSAK No. 23 revised 2018 paragraph 22 because of accrual based revenue recognition.

Suggestion

The researcher suggests that the company in the hospitality sector re-examine the data inputted by Accounting staff to minimize fatal errors in the resulting financial reports. In addition, it is also necessary to update the internal control system that affects the procedures carried out so that receivables collection runs smoothly and avoids receivable billing, as well as the implementation of a minimum total that must be collected so that there is no accumulation of receivables so that the company's cash flow continues to run smoothly and hotel operations are not disturbed.

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