



THE EFFECT OF BRAND IMAGE, PRICE AND PROMOTION ON THE DECISION TO STAY AT CADAKA HOTEL - CENTRAL JAVA

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Abstract

This study examines the effect of brand image, price, and promotion on stay decision in Cadaka Hotel - Central Java. This research was conducted on 94 respondents of the consumers who stay in hotel. The data were collected through interview, documentation, and questionnaires. The data were multiple linear regression analysis. The results of this study indicate that brand image has a positive and significant effect on stay decision, price has a positive and significant effect on stay decision, and promotion has a positive and significant effect on the stay decision consumers in Cadaka Hotel - Central Java. This research shows that the better the brand image that is formed, the price offered, and promotions made by the hotel, the decision to stay overnight will also increase.

Keywords: Brand Image, Price, Promotion & Decision To Stay.

INTRODUCTION

The development of tourism in Indonesia is causing increased competition among businesspeople moving in the field of tourism, especially when it comes to hotel accommodations. Hotels will absolutely compete for the optimum manufacturing of the market. Any enterprise in the tourism industry is required to develop appropriate business strategies in order to sustain and even win the competition. The proliferation of the hotel industry creates competition that grows more rigorous and demanding.

Hotels have the role of providing host to customers who need it. Good service companies will certainly study the behavior of shoppers to understand why and how the buyers are willing to buy products or services by studying the behavior of the customer and knowing the factors affecting the decision, they will learn new opportunities that have not met consumer needs. The decision of the purchase is an act of the consumer to whether or not to purchase a product or a service (kotler, 2002). Each hotel should be able to implement a good strategy in order for the consumer to be attracted to its use, thus making it easier for the hotel to win the race. Consumer overnight decisions are no doubt influenced by

many things. One of them is the brand image. The brand image has a strategic position in competition that companies increasingly cannot ignore in order to attract visitors or consumers to use the products offered. Brand image signifies the level of quality of a product so that satisfied buyers can easily choose the product back (kotler, 2002).

According to RI Law No. 28 of 2009, hotels are lodging / lodging services, including other related services, free of charge, including motels, inns, tourist huts, guest house tourism, lodging and the like, as well as guest houses with more than 10 (ten) rooms.). In the past, the hotel only functioned as a residence for consumers who are on a business trip or on vacation and have no relations at the destination. But over time, hotel functions have increased. According to Grolier Electronic Publishing Inc. (1995) cited by Sulastiyono (2006), hotels are commercial companies that provide shelter, food and other services to the public. Today, hotels are often used for weddings, corporate meetings, launching new products for a company, and it is not uncommon for the hotel to be used as a means of weekends for the upper middle class. Hoteliers are expected to be responsive and respond quickly to these changes.



Another factor in overnight decisions other than the brand image is the price factor. The price will evaluate the cost in terms of the perceived benefits of the offer consumption. In most cases, customers have the opportunity to choose from various offers and thus the price will be one of the comparative indicators by which their purchase decisions will be based (owusu, 2013).

Besides the brand image and the price, promotion is one of the factors that has a close relationship with staying in a hotel. According to Kotler (2008), promotions by companies promote the specializing in products and persuade the target consumer to buy them. Promotion not only serves as a corporate communications tool with consumers but also as a tool to influence consumers in purchasing activities. Promotion is also information based on communication activities. Proper information is a reference to a successful communication, a marketer will succeed in his communication if able to provide correct information.

Companies that run their businesses should always observe changes in consumer behavior. This is done in order to anticipate these changes in behavior so that they can be studied to improve their marketing strategies. The consumer decision made in the hotel trade was a decision made by a person to stay at the hotel. The decisions that consumers choose in choosing hotels are key to the continuation of a hotel's cycle because consumers are assets. The decision a guest makes is in effect a consumer decision in choosing hotels as a place to stay (sulistiono, 2010). Consumer decisions on purchase as the process of an individual selecting, organizing, and interpreting information input to create a meaningful picture of the world (Kotler, 2009).

Cadaka Hotel in Central Java uses the concept of combining local traditions with natural accents that will give guests a sense of Indonesian hospitality. The values of the Cadaka Indonesia Hotels & Resorts brand emphasize the image of 'Indonesian Home', reflecting service to all guests with an Indonesian feel. With the facilities and services offered, Cadaka Hotels & Resorts strives to pamper guests with unique traditions of the

surrounding area and realize services with specific touches tailored to guests' needs to give a sense of satisfaction.

Cadaka Hotel offers the atmosphere of a 3-star hotel and both facilities and other auxiliary equipment are tailored to the needs of business and leisure travelers, offering a very diverse range of accommodation. Hotel Cadaka offers special services, the best facilities and spacious rooms with different types of choices, ranging from superior rooms to suites. The different types of rooms in the Cadaka Hotel are 123 rooms consisting of 103 superior rooms, 12 deluxe rooms, 2 executive rooms and 6 suite rooms. The price also varies, ranging from Rp. 607,500 to Rp. 1,475,000. The price of this room is affordable according to the services and facilities of the Cadaka Hotel. In the area of promotion, the hotel has made a lot of promotion using various media, namely print, electronic and internet. Weekend offers, the best flexible rates, early savings, more bookings, last-minute offers and Ramadan deals are a form of promotion. In addition, the hotel also uses marketing tools to maintain customer loyalty and collaborate with various travel agencies to promote hotel facilities and services.

Brand image (brand image) has a strategic competitive position that companies can increasingly ignore to arouse the interest of visitors or consumers for the use of the products offered. Research into brand image (brand image) on consumer decisions has been done before. One is a study by Purnamasari (2015) on Jamu Nyonya Mister in East Semarang. The results showed that the brand image had a significant effect on consumer purchasing decisions. The better the brand image the company builds, the higher the level of consumer decisions using Amaris hotels. Other research by Siregar and Widiastuti (2017) also states that the brand image has a significant effect on purchasing decisions for batik products at Dinar Hadi Surakarta. However, several results were found in the study by Tsalahuddin (2013), which stated that the brand image had no significant effect on guests' stay decisions at the Hotel.



Increasingly intense business competition requires that companies understand common characteristics and make it possible to understand the motivations, attitudes, and values that shape guests' opinions (Baruca & Civre, 2012). In the current competitive environment, companies need to pay attention to the price factor, because the level of the price set has a major impact on the company's assets and can influence consumers when making decisions. Research by Bimantara (2012) shows that prices have a significant effect on consumers' decision to stay at the Garden Palace Hotel in Surabaya. This study is in line with the study by Wijatmoko (2016), which states that price has a major influence on purchasing decisions of Sharia Hotels in Surakarta. This is because the price offered is affordable for consumers/customers, offers a choice of rooms with different prices, the price offered is in line with the benefits obtained, the price of Islamic hotel rooms is in line with the perceived quality of consumers. So the higher the offered price, the higher the purchase decision. Other research that supports this is the study by Lysistrata (2018) which states that the price has a positive and significant effect on customer decisions at the Watampone Tourism Hotel. This shows that the better the price offered will influence the decision of Watampone Tourism Hotel customers to make a purchase.

Several research results are demonstrated by the study by Baiti et al., (2014) stating that price does not significantly influence consumers' decision to stay in ParagonBiz hotels. Low or high prices do not influence consumers' decision to stay in the hotel, as the majority of hotel visitors are officials whose budget exceeds the price offered by the hotel. This study is also in line with the study by Widayarni and Kartini (2014), which explains that price does not significantly influence consumers' decisions to choose Sharia Hotels.

In addition to brand image and price, promotion also plays an important role in attracting consumers. According to Lupiyoadi (2006), promotion plays an important role in the purchasing decision process. Promotion works

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not only as a means of communication between the company and consumers, but also as a means of influencing consumers in purchasing activities. Research supported by Baunsele et al., (2018) stating that promotion greatly influences the decision to stay at the T-More Hotel. Another study by Awinasi and Rastini (2018) also explained that promotion had a significant effect on travelers' stay decisions at Inna Grand Bali Beach Hotel. The more and more different promotions are carried out by the hotel, the more tourists it will attract to stay in the hotel.

Based on the phenomenon and the research gap, the authors plan to conduct research entitled "The effect of brand image, price and promotion of the decision to stay at the Cadaka Hotel in Central Java".

RESEARCH METHOD

This research is an associative research, a research that aims to find out the relationship between two or more variables. With this research it can build a theory that can function to explain, predict and control a symptom. The form of the relationship between variables in this study is a causal relationship, a causal relationship (Sugiyono, 2016). Thus, in this study there are independent variables (variables that influence), namely brand image, price and promotion, and the dependent variable (variables that are affected), namely the decision to stay overnight at the Cadaka Hotel in Central Java.

Research location

This research is being conducted at the Cadaka Hotel in Central Java. The considerations when choosing a location are: 1) The availability of the Cadaka Hotel in Central Java in an effort to provide information that researchers need. 2) This company tends to reduce the number of consumers staying at any one time, while in the previous months the number of customers staying overnight has continued to increase. 3) In this company, no research has ever been done on brand image, price, promotion and consumer stay decisions.



Population and Research Samples

Population is a generalization area consisting of objects or subjects with certain amounts or characteristics determined by researchers to study and then draw conclusions (Sugiyono, 2016). The population of this study consisted of consumers who spent the last month of observation at the Cadaka Hotel in Central Java.

The sample is part of the number and characteristics of the population (Sugiyono, 2016). The sampling technique used in this study is random sampling, which is a sampling technique that does not provide equal opportunities or opportunities for elements or members of the population to be selected as a sample (Sugiyono, 2016). The type of probable sampling used is targeted sampling, which is a sampling technique with certain considerations, namely consumers who have stayed at the Cadaka Hotel in Central Java in the last month of sighting.

Determination of sample size using the Slovin formula. The reason the researchers used the Slovin formula as a sampling was because the population of this study is known to be 1,700 guests staying at the Cadaka Hotel in April 2019 with a standard error tolerance of 0.05 (5%). The investigator used the standard error because he saw the best sampling efficiency for this study. Below are example calculations from the research:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Number of Samples

N = Total Population

e = Standard Error 0.05 (5%)

By using the formula above, the number of research samples can be calculated as follows:

$$\begin{aligned} n &= \frac{1.700}{1 + 1.700(0,1)^2} \\ &= \frac{1.700}{18} \\ &= 94,44 \end{aligned}$$

Completed on 94 people.

Data Types and Sources

The type of data in this study is qualitative data, i.e. data that is not in the form of numbers, but in the form of descriptions or explanations related to research, so that conclusions can be drawn that are converted into quantitative data that form of numbers and are directly measurable (Sugiyono, 2016), related to the influence of brand image, price and promotion of the decision to stay in the Cadaka Hotel in Central Java.

The data sources used in this study consisted of 2 (two) sources, namely as follows:

1. Primary data is data obtained directly from respondents who are study subjects. Primary data was obtained by distributing questionnaires to consumers in the Cadaka Hotel in Central Java.
2. Secondary data is supporting data obtained from research sites, journals, literature books and other documents related to research problems, such as room rate data at the Cadaka Hotel in Central Java, promotions conducted by the Cadaka Hotel in Central Java, and guest data staying in Cadaka Hotel, Central Java.

Data Collection Techniques and Tools

Data collection techniques in this study are:

1. Interview, namely question and answer directly to respondents regarding brand image, price and promotion believed to be the cause of the influence of the decision to stay at the Cadaka Hotel in Central Java;
2. Documentation techniques, namely techniques for data collection by recording documents owned by the subject of the investigation. Documents can take the form of reports and publications related to research. Data related to this research is in the form of price data for each room, promotions conducted and data of guests staying at the Cadaka Hotel in Central Java;
3. Questionnaire, a data collection technique performed by providing a series of questions or written statements to the respondent to answer (Sugiyono, 2016). This questionnaire is presented to respondents, in this case the consumers of Central Java Cadaka Hotel.



Data collection tools in this study are:

1. A recording tool to help researchers remember the details of the interview;
2. Stationery and notebooks are used at the time of documentation to record the results of interviews and record documents owned by the subject of the investigation;
3. The questionnaire is used as a data collection tool given to respondents to see the effect of brand image, price and promotion on the decision to stay at the Cadaka Hotel in Central Java. The questionnaire used in this study, has been taken from various sources.

Multiple Linear Regression Analysis

Multiple linear regression is intended to determine the linear relationship between different independent variables commonly called X1, X2, X3, etc. with the dependent variable called Y. The functional relationship between the dependent variable (decision of the night) and the independent variable (brand image, prices and promotions) is as follows:

$$Y = f(X_1, X_2, X_3)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

true:

Y = decision to stay

β_0 = constant

$\beta_1, \beta_2, \beta_3$ = Variable regression coefficient X1, X2, X3

X1 = Brand image

X2 = price

X3 = Promotion

E = standard error

Significance Test (t-Test)

This test is performed to determine whether the independent variables consisting of brand image (X1), price (X2) and promotion (X3) have a significant effect on the dependent variable, namely the decision to stay overnight (Y). This study was conducted with a significance level of 5% or 0.05. With the form of testing as follows:

1. H0: $\beta_i = 0$, which means that the independent variable has no significant effect on the dependent variable.

2. H1: $\beta_i \neq 0$, which means that the independent variable has a significant effect on the dependent variable.

To test this hypothesis, tcount is compared to ttable with the following conditions:

1. Accept H0 as tcount \leq ttable or sig t \geq α (0.05)
2. Refuse H0 (Accept H1) if tcount $>$ ttable or sign $<$ α (0.05)

Simultaneous Test (F Test)

Statistical F test is a regression test as a whole which shows whether the independent variable as a whole has an influence on the dependent variable. With a hypothesis:

1. H0: $\beta_1 = \beta_2 = \beta_3 = 0$, meaning that there is no significant effect of the independent variables simultaneously on the dependent variable.
2. H1: At least one $\beta_i \neq 0$, meaning that there is a significant influence of the independent variables simultaneously on the dependent variable.

In this test, a one-sided test with a significant level of 5% is used to obtain the F table value, while to draw conclusions from the equation obtained the following guidelines are used:

1. Accept H0 if the value is significant \geq 0.05
2. Reject H0 (Accept Ha) if the value is significant $<$ 0.05

Determination Coefficient Test (R²)

According to **Ghozali (2012)** the coefficient of determination is a tool to measure how far the ability of the model in explaining the variation of the dependent variable. The coefficient of determination is between one or zero. A small R2 value means that the ability of independent variables to explain the dependent variables is very limited. And conversely if a value close to 1 means that the independent variables provide almost all the information needed to predict the dependent variables.

RESULTS AND DISCUSSION

Partial test is a test to test whether the value of the partial regression coefficient individually is zero or not. How to make decisions can be done by comparing the probability value p or Sig. with a significance



level, i.e. if the value of sig. greater than or equal to the significance level used, in this study $\alpha = 5\%$, than the partial regression coefficient value $\beta_i = 0$. This means that the influence of the independent variables on the nocturnal decision variable is not statistically significant at the 5% significance level. But if the value of sig. less than the significance level used, than the partial regression coefficient $\beta_i \neq 0$. This means that the influence of the independent variables on the overnight decision variable is statistically significant at the 5% significance level.

Table 1. Partial Test Results (t Test)

Model	Unstandardized Coefficient		Standardize d Coefficient	T value		Sig.
	B	Std. Error	Beta	t_{count}	t_{table}	
Brand Image	0.263	0.132	0.193	2.143	1.987	0.035
Harga	0.433	0.090	0.428	4.804	1.987	0.000
Promosi	0.295	0.114	0.233	2.591	1.987	0.011

Table 1 shows that the t_{count} value of the brand image variable is 2.143, where the t_{count} is greater than t_{table} (1.987) and the significance value is 0.035, where this value is less than 0.05, indicating a significant effect. Thus, the first hypothesis that states that "brand image influences consumers' decision to stay in the Cadaka Hotel in Central Java is accepted". Table 1 also shows that the t_{count} value of the variable price is 4,804, where the t_{count} is greater than t_{table} (1,987) and the significance value is 0,000 when this value is less than 0.05, indicating a significant effect. So the second hypothesis that "price influences the decision to stay consumers in Hotel Cadaka, Central Java" is accepted.

Based on Table 1, it can also be seen that the t_{count} value of the promotion variable is 2.591, where the t_{count} value is greater than t_{table} (1.987) and the significance value is 0.011, where this value is less than 0.05, which is a significant effect indicates. So the third hypothesis that "promotion influences the decision to stay consumers in Hotel Cadaka, Central Java" is accepted. It can therefore be concluded from the partial test results that each independent variable, both brand image, price and promotion variables, influences the dependent variable, which is the decision of the consumer's stay.

The F-test was performed to see if the independent variable consisting of brand image (X_1), price (X_2) and promotion (X_3) variables in the model had a joint impact on the dependent variable, namely the consumer's decision to stay (Y). This test is performed with a significance of 5% or 0.05.

Table 2. Test Results F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.967	3	2.322	12.528	0.000
Residual	16.683	90	0.185		
Total	23.649	93			

F test results in Table 2 were obtained. F of 0.000 is less than 0.05. This shows that the brand image variable (X_1), price (X_2) and promotion (X_3) simultaneously have a significant effect on the dependent variable, namely the consumer's decision about stay (Y) at the Cadaka Hotel in Central Java. The fourth hypothesis, which states that "brand image, price and promotion influence the decision of a consumer's stay at the Cadaka Hotel in Central Java" is accepted.

The coefficient of determination (R^2) essentially measures how much the model's ability to explain the dependent variable. The determinant coefficients range from 0 (zero) to 1 (one), ($0 \leq R^2 \leq 1$). A small R^2 value means that the ability of independent variables to explain the dependent variables is very limited. And vice versa if a value close to 1 means that the independent variables provide almost all the information needed to predict the dependent variables.

Table 3. Testing the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.543	0.295	0.271	0.43054

Table 3 shows the adjusted value $R^2 = 0.271$. This means that the ability of brand image, price and promotion variables to explain consumer stay decision variables is 27.1%, meaning that the ability of the independent variable can only explain the dependent variable by 27.1%, while the remaining 72.9% is explained by other variables not included in this study.



Based on the results of hypotheses that test the influence of brand image on consumer stay decisions, the beta coefficient value for the brand image variable is 0.283, which means it has a positive effect on consumer stay decisions. The significance value of 0.035 is less than 0.05, so the brand image variable has a significant effect on the consumer's decision to stay. It can then be concluded that the brand image variable has a significant positive effect on consumer stay decisions. The results of this study do not agree with research by **Tsalahuddin (2013)**, which states that the brand image has no influence on consumer residence decisions. The study by **Tsalahuddin (2013)** did not prove that the better the hotel's brand image did not influence the consumer's decision to stay in the hotel. However, the results of this study are in line with research conducted by **Purnamasari (2015)**, as well as **Siregar and Widiastuti (2017)**, which state that brand image influences consumer residence decisions. Hotels that always try to build a strong corporate image will give consumers more confidence in the products and facilities offered. Efforts are made to create and provide facilities that are truly of good quality, offer competitive prices and provide the best service. Therefore, a hotel that has a good brand image and is strongly shaped can improve the consumer's decision to stay in the hotel to increase business productivity.

Based on the results of hypotheses that test the effect of prices on consumer residence decisions, the value of the variable price beta coefficient of 0.433 has a positive effect on consumer residence decisions. The significance value of 0.000 is less than 0.05, so the price variable has a significant effect on the consumer's decision to stay. It can then be concluded that the price variable has a significant positive effect on the consumer's decision to stay. The results of this study do not agree with studies by **Baiti et al., (2014)** and **Widyarini and Kartini (2014)**, which state that prices do not influence consumer decisions. This study has not proven that hotels' more affordable prices do not influence the consumer's decision to stay in the hotel. That's

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because the majority of hotel visitors are civil servants and are included in the group segmentation where the budget or work fund exceeds the price offered by the hotel. However, the results of this study are in line with research conducted by **Bimantara (2012)**, **Wijiatmoko (2016)** and **Lysistrata (2018)**, which states that the price influences the consumer's decision to stay. The hotel offers affordable prices to consumers, offers a choice of rooms with a variety of prices, prices offered in accordance with the facilities obtained and room prices in accordance with the quality felt by consumers. So, the better/more affordable the price offered will be the consumer's attention to make the decision to stay at the hotel.

Based on the results of the hypothesis test of the effect of promotion on consumer residence decisions, the beta coefficient value for the promotion variable is 0.295, meaning it has a positive effect on consumer residence decisions. The significance value of 0.011 is less than 0.05, so the promotion variable has a significant effect on the consumer's decision to stay. It can then be concluded that the promotion variable has a significant positive effect on consumer residence decisions. The results of this study are in line with research conducted by **Awinasi and Rastini (2018)**, **Baunsele et al., (2018)** and **Lysistrata (2018)**, which states that the promotion influences the consumer's decision to stay. This demonstrates that the hotel's promotions through mass media, electronic media and brochures about the hotel's prices, facilities and promotions are effective and targeted, influencing consumer decisions. So the more and more different promotions are run by the hotel, the more tourists it will attract to stay in the hotel.

Based on the results of the hypothesis test of the influence of brand image, price and promotion on consumer residence decisions, the value of Fcount is 12.528 and the significance value is 0.000 less than 0.05, after which the brand image, price and promotion variables significantly affect the stay of consumers. It can then be concluded that the variable brand image, price and promotion simultaneously have a



significant positive effect on consumer stay decisions. The results of this study are consistent with studies conducted by **Awinasi and Rastini (2018)**, **Baunsele et al., (2018)** and **Lysistrata (2018)**. **Bimantara (2012)** explains that simultaneous price and promotion have a significant impact on consumer residence decisions. **Widada (2017)** also states that simultaneous price and promotion have a significant effect on consumer residence decisions. Research by **Siregar and Widiastuti (2017)** states that brand image and price together significantly influence consumer decisions. Furthermore, the study by **Baunsele et al., (2018)** states that the promotion and price simultaneously have a significant effect on the consumer's decision to stay. So if the brand image, price and promotion of the hotel are good, the consumer's decision to continue to increase in the hotel is made. Conversely, if the brand image, price and promotions offered by the hotel are not good, it will influence the low consumer's decision to stay in the hotel.

Conclusion

Based on the results of the analysis and discussion it can be concluded that brand image has a positive and significant effect on stay decision, price has a positive and significant effect on stay decision, and promotion has a positive and significant effect on the stay decision consumers in Cadaka Hotel - Central Java. This research shows that the better the brand image that is formed, the price offered, and promotions made by the hotel, the decision to stay overnight will also increase.

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HALAMAN INI SENGAJA DIKOSONGKAN