Purchasing Decisions in terms of Perceived Quality, Perceived Price and Digital Marketing Through Brand Image in Non-Star Hotels

Heri Prabowo[A], Bayu Kurniawan[B], Sutrisno[C], Henry C Gultom[D], Ratih Pratiwi[E]

[A] *Doctor of Economics with a concentration in Marketing Management, Universitas PGRI Semarang, Indonesia. Email: heriprabowo@upgris.ac.id Orcid: hhttps://orcid.org/0000-0002-8063-4788*
[B] *Doctor of Economics with a concentration in Marketing Management, Universitas PGRI Semarang, Indonesia. Email: bayukurniwan@gmail,com Orcid: https://orcid.org/0000-0002-0617-1412*
[C] *Doctoral Management, Universitas PGRI Semarang, Indonesia, E-mail: sutrisno11@upgris.ac.id Orcid: https://orcid.org/0000-0001-9578-2647*
[D] *Master of Management Universitas PGRI Semarang, Indonesia, E-mail: nnandagultom@gmail.com Orcid: -*
[E] *Master of Management Universitas Wahid Hasyim Semarang, Indonesia. Email: rarra@unwahas.ac.id Orcid: https://orcid.org/0000-0003-4868-1776*

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INTRODUCTION

During the Covid-19 pandemic, one of the sectors that was economically affected was the tourism sector, especially in the hotel industry. With the existence of a policy regarding activity restrictions, the hotel is also affected by these restrictions. However, currently the restrictions are starting to be relaxed little by little, even though the status of the Covid-19 pandemic has not been revoked. Even though the easing of activities has been lifted, the hotel industry has not shown stable growth. This can be seen in hotel room occupancy data, especially non-starred hotel rooms, which average around 20%, which means that the room occupancy rate is still very low.

Data sourced from the same data published by the Ministry of Tourism and Creative Economy shows the occupancy rate of non-star hotel rooms by comparing the same month of the current year and the previous year showing instability. Comparison in January 2022 the room occupancy rate was 20.02%, while in 2023 it was 22.14%, experiencing growth of only 2.12%. Comparison in February 2022 the room occupancy rate was 21.41%, while in 2023 it was 22.15%, experiencing growth of only 1.26%. While the comparison in March 2022 the room occupancy rate was 22.06% while in 2023 it was 21.41%, experiencing a decrease of -0.80%.

Non-star hotels have relatively cheap prices with standard facilities. From the low price, this hotel is often called a budget hotel. The criteria for non-star hotels include simple rooms, bathrooms that are sometimes inside or outside the room. Even so, marketing and booking hotel rooms have followed technological developments by making digital media active in marketing activities. An example is a room reservation that can be made using an Online Travel Agent (OTA).

With prices that are perceived as affordable, budget hotels are often the choice when traveling. However, if we look at the results of reviews on websites and Online Travel Agents (OTA), there are still many complaints about non-star hotels. From the reviews of guests who have stayed, some of the complaints that have arisen are facilities that are still considered by guests who are staying as inadequate such as a perceived smell, dirty rooms and bathrooms that are not as expected. From the perception of price, even though the price is cheap, the results of the review show that there is a discrepancy between the price paid and the facilities or services obtained.

From the results of this review, it seems that non-star hotel managers need to take this seriously. This response is in accordance with existing scientific studies, as stated by

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(Ranjbarian & Pool, 2015) that the perception of quality formed from consumer experience is able to grow interest to return. Likewise according (Aziz et al., 2012) which states that the perception of quality services is able to grow someone to come back to buy the same service. In addition, perceived quality can improve the hotel's image. This was disclosed by (Sari et al., 2022) which states that perceived quality influences brand image formation.

Another factor that influences repurchase intention is price perception. According to (Cakici et al., 2019) Price perception can influence someone to visit again. In addition, the perception of prices that are in accordance with the products and services that consumers receive can improve the hotel's image. This is in accordance with the opinion (Usmar Wicaksono, 2017) which states that the perception of price is able to form a brand image. The next factor that influences repurchase intention is digital marketing. According to (Ginting et al., 2022) which states that digital marketing has an effect on repurchase intention. Apart from its impact on repurchase intention, digital marketing also has an influence on brand building so that it can create a positive image. This was stated by (Yuvaraj & Indumathi, 2018) which states that digital marketing has a positive role for brands. After the formation of a good brand image, it can have an impact on repurchasing interest. Research results by (Huang et al., 2019) which states that brand image is able to have a positive influence in growing repurchase intention.

LITERATURE REVIEW

Perceptions of quality emerge from the experiences gained from the quality service provided by the hotel which attracts from previous visitors (Omar Abdullah, Tahir Sufi, 2023). The success of a hotel is also indicated by perceived quality and digital marketing (Juliana et al., 2022). Perceived quality felt by consumers is able to foster interest in buying the same service or product (Santoso & Aprianingsih, 2017). According to Ranjbarian et al., (2012) Perceived quality can encourage someone to buy the same product. Perceived quality besides influencing repurchase intention also affects brand image, this is proven by research by (Meiliani & Ferdinand, 2015) which shows the results that perceived quality is able to form a positive brand image. The uniqueness of a product that consumers perceive also has an impact on the image of a product (Hafez, 2022). Likewise according (Chan et al., 2022) which states that the perceived quality of consumers is able to improve the brand image of the products consumed.

In addition to perceived quality, the desire to repurchase the same product is also influenced by perceived price (Achmad & Supriono, 2017). The same result was also stated by (Prihatini & Gumilang, 2021) ywhich shows that price perceptions have an effect on

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repurchase intention. Likewise by Savitri & Wardana (2018) which states that price perception has an effect on repurchase intention. Price perception also affects the brand. Research on price perceptions on enhancing a brand's image has been carried out. Research by Yasri et al., (2020) stated that the perception of price affects the brand.

Marketing activities using digital can influence repurchase intention. This is in accordance with the findings of research by (Fawzeea et al., 2019) which states that marketing activities with the latest technology can increase someone's desire to buy the same product. Likewise according (Ginting et al., 2022) who examined the effect of digital marketing on repurchase intention with the results of the study showing that digital marketing had an effect on repurchase intention. According to (Hendro & Keni, 2020). According (Hsu & Tsou, 2011) one of the digital marketing activities through a website owned by a seller can influence someone to repurchase. A quality website is the right choice to grow repurchase interest (Razak et al., 2016). Selain berpengaruh terhadap minat beli ulang, digital marketing juga memiliki dampak pada merek. Penelitian oleh (Dilham et al., 2018) which shows that digital marketing activities can influence brand strength. The same opinion was also expressed by (Alamsyah et al., 2021) which states that digital marketing is able to increase brand awareness from consumers. This is also concluded by (Purwanto, 2019) which states digital marketing is able to improve a good brand image.

Brands that have a good image are able to encourage and increase consumers to make repeat purchases. Research by Prihatini & Gumilang (2021) The results show that brand image is able to encourage someone's interest to buy the same product. The effect of brand image on repurchase intention has been studied by previous researchers. Research results according Azmi et al., (2021) brand image has an effect on repurchase intention. Likewise according Savitri & Wardana (2018) who have examined the effect of brand image on purchasing decisions, with the results of the study showing brand image to be the most dominant factor in influencing repurchase intention.

DATA AND METHODOLOGY

The research method used is the quantitative method, which is a research method based on the philosophy of positivism to investigate certain populations or samples, data collection uses assessment instruments, data analysis is quantitative/statistical in nature in order to test hypotheses. The study population was guests who had stayed at hotels that stayed at non-starred hotels, while the number of samples was 151 respondents. Data collected by distributing

questionnaires was then analyzed using SMARTPLS 3.0 software, hypothesis testing with the PLS approach..

RESULTS AND DISCUSSION

The research data that has been collected is then analyzed using SMARTPLS 3.0 with the following results;

Figur 1 Inner Model

The next test is to look at the significance of the influence between variables by looking at the P-Value, namely through the bootstrapping method. The level of precision or inaccuracy limit is 5% or i0.05. If the P-Value < 0.05 then the hypothesis is supported and if the P-Value > 0.05 then the hypothesis is not supported.

Direct Effect Test

Table 1 – Result Test Influence Directly

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistic (| O/STDEV |)	P Values	Result
Perceived Quality on Repurchase Intention	0,507	0,508	0,056	9,136	0,000	Accepted
Perceived Quality on Brand Image	0,279	0,275	0,073	3,794	0,000	Accepted
Perceived Price on Repurchase Intention	-0,056	-0,050	0,074	0,757	0,449	Rejected
Perceived Price on Brand Image	0,393	0,400	0,063	6,233	0,000	Accepted
Digital Marketing on Repurchase Intention	0,289	0,285	0,066	4,346	0,000	Accepted

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Digital Marketing on Brand Image	0,285	0,279	0,083	3,421	0,001	Accepted
Brand Image on Repurchase Intention	0,201	0,197	0,064	3,134	0,002	Accepted

Source : Primary idata idiosyncratic SmartPLS (2023)

Based on table 1, the P-Value value above shows that the majority has a value < (0.05), which means that it has a significant effect from the exogenous variables on the endogenous variables shows that there is no significant effect because the P-Value > 0.05 and the T Statistical value < 1.96.

Indirect Effect Test

Table 2 - Indirect Influence Test Results

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistic (| O/STDEV |)	P Values	Result
Perceived Quality on Brand Image and impact to Repurchase Intention	0,056	0,055	0,024	2,326	0,020	Accepted
Perceived Price on Brand Image and impact to Repurchase Intention	0,079	0,080	0,031	2,567	0,011	Accepted
Digitak Markjeting on Brand Image and impact to Repurchase Intention	0,057	0,054	0,022	2,593	0,010	Accepted

Source : Primary idata idiosyncratic SmartPLS (2023)

Based on table 2, the P-Value value above shows that the majority have a value of ii < (0.05), which means that they have a significant influence from the independent variable on the dependent variable mediated by the intervening variable, namely perceived quality of purchasing decisions mediated by brand image, perceived price of purchasing decisions mediated by brand image and digital marketing on purchasing decisions are mediated by brand image.

CONCLUSION

The results of the analysis show that there is an influence of perceived quality on repurchase intention. This shows that hotels that provide timely service, are consistent in providing service and speed in serving guests who stay are able to grow the desire if they need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when going to stay and plan to return. In addition, the results of the study show that perceived quality influences brand image. This means that the ability of a hotel to provide timely service, be consistent in providing service and speed in serving guests who stay can give the image of a

hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for a place to stay.

The results of the analysis show that the perception of price has no effect on the intention to visit the same hotel. This shows that even though hotel prices are affordable, the price paid is in accordance with the service received and the price paid is in accordance with the hotel facilities, it cannot generate the desire if you need a hotel to stay at the same hotel, you have a strong desire to become the hotel of choice when going to stay and plan to return. In contrast to price perceptions that affect brand image. This means that the price of the hotel is affordable, the price paid is in accordance with the service received and the price paid is in accordance with the hotel facilities capable of giving the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for a place to stay.

Further results show that digital marketing has an effect on repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure to consumers and the level of online trust from advertisements that appear can foster a desire if you need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice. when going to stay and plan to return. Digital marketing also influences repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure to consumers and the level of online trust from advertisements that appear to be able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for customers. places to stay.

Research has also found that brand image has an effect on repurchase intention. This shows the image of a hotel that has good physical facilities, an attractive interior design and gives the impression of a trusted hotel for a place to stay, growing the desire if you need a hotel to stay at the same hotel, having a strong desire to be the hotel of choice when going to stay and planning to return.

The results of the study also show that there is an influence of perceived quality on brand image on repurchase intention. This shows that hotels that provide timely service, are consistent in providing service and speed in serving guests who stay can grow the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted so that it can strengthen the place to stay. need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when going to stay and plan to return. Likewise, there is also the influence of price perceptions on brand image which has an

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impact on repurchase intention. This shows that hotel prices are affordable, the price paid is in accordance with the service received and the price paid is in accordance with hotel facilities able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression that a hotel can be trusted for an impactful place to stay. If you want a hotel, you will stay at the same hotel, you have a strong desire to become the hotel of choice when you are going to stay and plan to return. The findings of further research are that digital marketing has an effect on brand image which has an impact on repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure to consumers and the level of online trust from advertisements that appear to be able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for customers. where to stay so that it has an impact on the desire if you need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when you are going to stay and plan to return. Digital marketing also influences repurchase intention.

In addition to finding the results of the research mentioned above, this study also has limitations that can be developed for further research. The limitations that can be recommended for further research are the area of the hotel studied, it is hoped that further research can increase the number of guests staying at non-star hotels in a wider area. In addition, by finding price perceptions that do not affect repurchase intention, further research can replace these variables or add other variables such as word of mouth, trust, stifaction and so on.

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SUBSTANSI REVIEW

2023-06-19 08:27 PM

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We have reached a decision regarding your submission to International Journal of Professional Business Review, "Purchasing Decisions in terms of Perceived Quality, Perceived Price and Digital Marketing Through Brand Image in Non-Star Hotels".

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- The abstract should be in the structured mode, according to other articles published in the journal.
- The article must necessarily be divided into: 1) Introduction (in plain text, without subtitles, presenting contextualization, objective or research question, and justification), 2) Theoretical framework, 3) Methodology, 4) Results and Discussion, 5) Conclusion. Results and Discussion, 5. Conclusion.
- We also request that you cite at least two papers published in the International Journal of Professional Business Review.

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BUKTI DINYATAKAN DITERIMA

Heri:

We have reached a decision regarding your submission to International Journal of Professional Business Review, "Purchasing Decisions in terms of Perceived Quality, Perceived Price and Digital Marketing Through Brand Image in Non-Star Hotels".

Our decision is to: Accept Submission

In order to proceed with the publication process, it will be necessary to comply with the requests of the external reviewers and send a new file with the author's data and suggested changes.

At the same time, the publication fee of 200 usd (American dollars) must be paid, as described on our site (https://openaccessojs.com/JBReview/index).

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Heri Prabowo[A], Bayu Kurniawan[B], Sutrisno[C], Henry C Gultom[D], Ratih Pratiwi[E]

ABSTRACT

Purpose: Purpose: This study aims to identify factors that can foster repurchase intention. The factors studied are in accordance with the findings of the gap between consumer expectations and the experience received after using the service. The factors studied were perceived quality, perceived price, digital marketing and brand image

Theoretical framework: The perception of quality that is formed from consumer experience is able to foster interest in returning (Ranjbarian & Pool, 2015). In addition, perceived quality can improve the hotel's image (Sari et al., 2022). Price perceptions can influence a person to visit again (Cakici et al., 2019). Digital marketing has an effect on repurchase intention (Ginting et al., 2022). Likewise, brand image can have a positive influence on growing repurchase intentions (Huang et al., 2019).

Design/methodology/approach: The research method used is a quantitative method with a population of consumers who have stayed at the hotel. The number of samples is 151 respondents. Data collected by distributing questionnaires is then analyzed using SMARTPLS 3.0 software, hypothesis testing with the PLS approach.

Findings: The results of the analysis show that there is an influence of perceived quality, perceived price, digital marketing has an effect on brand image and has an impact on repurchase intention. However, price perception has no effect on repurchase intention

Research, Practical & Social implications: To foster repurchase interest, consumers need to obtain good quality perceptions, price perceptions and digital marketing so as to enhance brand image.

Originality/value: The model developed by making brand image a factor that can strengthen or weaken in influencing repurchase intention is determined from perceived quality, perceived price and digital marketing.

Keywords: Perceived Quality; Perceived Price; Digital Marketing; Brand Image; Repurchase Intention

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[A] *Doctor of Economics with a concentration in Marketing Management, Universitas PGRI Semarang, Indonesia. Email: heriprabowo@upgris.ac.id Orcid: hhttps://orcid.org/0000-0002-8063-4788*

[B] *Doctor of Economics with a concentration in Marketing Management, Universitas PGRI Semarang, Indonesia. Email: bayukurniwan3@gmail,com Orcid: https://orcid.org/0000-0002-0617-1412*

[C] *Doctoral Management, Universitas PGRI Semarang, Indonesia, E-mail: sutrisno@upgris.ac.id Orcid: https://orcid.org/0000-0001-9578-2647*

[D] *Master of Management Universitas PGRI Semarang, Indonesia, E-mail: nandagultom@gmail.com Orcid: https://orcid.org/0009-0000-5345-5795*

[E] *Master of Management Universitas Wahid Hasyim Semarang, Indonesia. Email: rarra@unwahas.ac.id Orcid: https://orcid.org/0000-0003-4868-1776*

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INTRODUCTION

During the Covid-19 pandemic, one of the sectors that was economically affected was the tourism sector, especially in the hotel industry. With the existence of a policy regarding activity restrictions, the hotel is also affected by these restrictions. However, currently the restrictions are starting to be relaxed little by little, even though the status of the Covid-19 pandemic has not been revoked. Even though the easing of activities has been lifted, the hotel industry has not shown stable growth. This can be seen in hotel room occupancy data, especially non-starred hotel rooms, which average around 20%, which means that the room occupancy rate is still very low.

Data sourced from the same data published by the Ministry of Tourism and Creative Economy shows the occupancy rate of non-star hotel rooms by comparing the same month of the current year and the previous year showing instability. Comparison in January 2022 the room occupancy rate was 20.02%, while in 2023 it was 22.14%, experiencing growth of only 2.12%. Comparison in February 2022 the room occupancy rate was 21.41%, while in 2023 it was 22.15%, experiencing growth of only 1.26%. While the comparison in March 2022 the room occupancy rate was 22.06% while in 2023 it was 21.41%, experiencing a decrease of -0.80%.

Non-star hotels have relatively cheap prices with standard facilities. From the low price, this hotel is often called a budget hotel. The criteria for non-star hotels include simple rooms, bathrooms that are sometimes inside or outside the room. Even so, marketing and booking hotel rooms have followed technological developments by making digital media active in marketing activities. An example is a room reservation that can be made using an Online Travel Agent (OTA).

With prices that are perceived as affordable, budget hotels are often the choice when traveling. However, if we look at the results of reviews on websites and Online Travel Agents (OTA), there are still many complaints about non-star hotels. From the reviews of guests who have stayed, some of the complaints that have arisen are facilities that are still considered by guests who are staying as inadequate such as a perceived smell, dirty rooms and bathrooms that are not as expected. From the perception of price, even though the price is cheap, the results of the review show that there is a discrepancy between the price paid and the facilities or services obtained.

From the results of this review, it seems that non-star hotel managers need to take this seriously. This response is in accordance with existing scientific studies, as stated by

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(Ranjbarian & Pool, 2015) that the perception of quality formed from consumer experience is able to grow interest to return. Likewise according (Aziz et al., 2012) which states that the perception of quality services is able to grow someone to come back to buy the same service. In addition, perceived quality can improve the hotel's image. This was disclosed by (Sari et al., 2022) which states that perceived quality influences brand image formation.

Another factor that influences repurchase intention is price perception. According to (Cakici et al., 2019) Price perception can influence someone to visit again. In addition, the perception of prices that are in accordance with the products and services that consumers receive can improve the hotel's image. This is in accordance with the opinion (Usmar Wicaksono, 2017) which states that the perception of price is able to form a brand image. The next factor that influences repurchase intention is digital marketing. According to (Ginting et al., 2022) which states that digital marketing has an effect on repurchase intention. Apart from its impact on repurchase intention, digital marketing also has an influence on brand building so that it can create a positive image. This was stated by (Yuvaraj & Indumathi, 2018) which states that digital marketing has a positive role for brands. After the formation of a good brand image, it can have an impact on repurchasing interest. Research results by (Huang et al., 2019) which states that brand image is able to have a positive influence in growing repurchase intention.

LITERATURE REVIEW

Perceptions of quality emerge from the experiences gained from the quality service provided by the hotel which attracts from previous visitors (Omar Abdullah, Tahir Sufi, 2023). The success of a hotel is also indicated by perceived quality and digital marketing (Juliana et al., 2022). Perceived quality felt by consumers is able to foster interest in buying the same service or product (Santoso & Aprianingsih, 2017). According to Ranjbarian et al., (2012) Perceived quality can encourage someone to buy the same product. According Untari & Satria (2022) to research on product quality, especially food, it shows that food quality influences repurchase intention. Perceived quality besides influencing repurchase intention also affects brand image, this is proven by research by (Meiliani & Ferdinand, 2015) which shows the results that perceived quality is able to form a positive brand image. The uniqueness of a product that consumers perceive also has an impact on the image of a product (Hafez, 2022). Likewise according (Chan et al., 2022) which states that the perceived quality of consumers is able to improve the brand image of the products consumed.
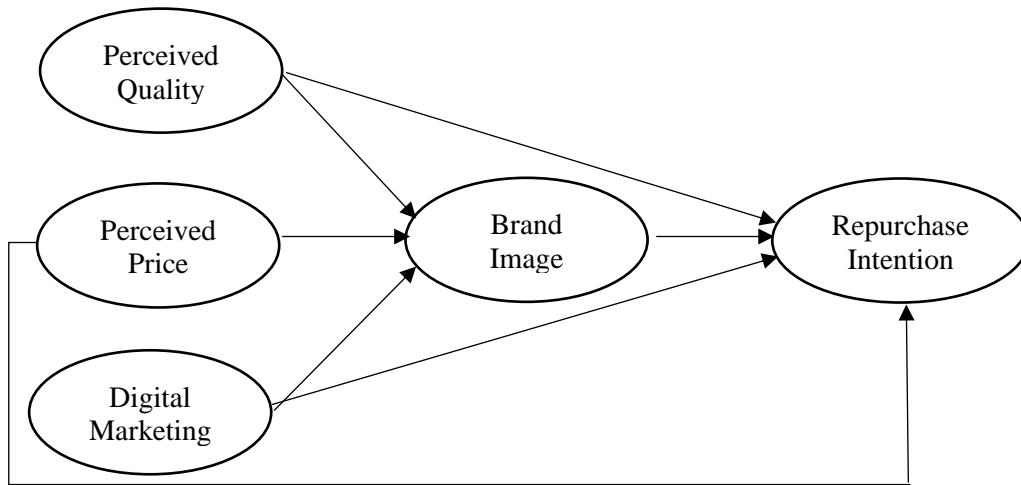
In addition to perceived quality, the desire to repurchase the same product is also influenced by perceived price (Achmad & Supriono, 2017). The same result was also stated

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by (Prihatini & Gumilang, 2021) ywhich shows that price perceptions have an effect on repurchase intention. Likewise by Savitri & Wardana (2018) which states that price perception has an effect on repurchase intention. Price perception also affects the brand. Research on price perceptions on enhancing a brand's image has been carried out. Research by Yasri et al., (2020) stated that the perception of price affects the brand.

Marketing activities using digital can influence repurchase intention. Internet marketing by implementing advertising campaigns, improving the quality of communication strategies, and the main structural elements necessary for effective implementation (Chunikhina et al., 2023). This is in accordance with the findings of research by (Fawzeea et al., 2019) which states that marketing activities with the latest technology can increase someone's desire to buy the same product. Likewise according (Ginting et al., 2022) who examined the effect of digital marketing on repurchase intention with the results of the study showing that digital marketing had an effect on repurchase intention. According to (Hendro & Keni, 2020). According (Hsu & Tsou, 2011) one of the digital marketing activities through a website owned by a seller can influence someone to repurchase. A quality website is the right choice to grow repurchase interest (Razak et al., 2016). Selain berpengaruh terhadap minat beli ulang, digital marketing juga memiliki dampak pada merek. Penelitian oleh (Dilham et al., 2018) which shows that digital marketing activities can influence brand strength. The same opinion was also expressed by (Alamsyah et al., 2021) which states that digital marketing is able to increase brand awareness from consumers. This is also concluded by (Purwanto, 2019) which states digital marketing is able to improve a good brand image.

Brands that have a good image are able to encourage and increase consumers to make repeat purchases. Research by Prihatini & Gumilang (2021) The results show that brand image is able to encourage someone's interest to buy the same product. The effect of brand image on repurchase intention has been studied by previous researchers. Research results according Azmi et al., (2021) brand image has an effect on repurchase intention. Likewise according Savitri & Wardana (2018) who have examined the effect of brand image on purchasing decisions, with the results of the study showing brand image to be the most dominant factor in influencing repurchase intention. Based on previous theory and research, the theoretical framework in this study is as follows.

Figure 1. Theoretical Framework

DATA AND METHODOLOGY

The research method used is the quantitative method, which is a research method based on the philosophy of positivism to investigate certain populations or samples, data collection uses assessment instruments, data analysis is quantitative/statistical in nature in order to test hypotheses. The study population was guests who had stayed at hotels that stayed at non-starred hotels, while the number of samples was 151 respondents. Data collected by distributing questionnaires was then analyzed using SMARTPLS 3.0 software, hypothesis testing with the PLS approach..

RESULTS AND DISCUSSION

The research data that has been collected is then analyzed using SMARTPLS 3.0 with the following results;

Figur 2. Inner Model

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The next test is to look at the significance of the influence between variables by looking at the P-Value, namely through the bootstrapping method. The level of precision or inaccuracy limit is 5% or i0.05. If the P-Value < 0.05 then the hypothesis is supported and if the P-Value > 0.05 then the hypothesis is not supported.

Direct Effect Test

Table 1 – Result Test Influence Directly

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistic (| O/STDEV |)	P Values	Result
Perceived Quality on Repurchase Intention	0,507	0,508	0,056	9,136	0,000	Accepted
Perceived Quality on Brand Image	0,279	0,275	0,073	3,794	0,000	Accepted
Perceived Price on Repurchase Intention	-0,056	-0,050	0,074	0,757	0,449	Rejected
Perceived Price on Brand Image	0,393	0,400	0,063	6,233	0,000	Accepted
Digital Marketing on Repurchase Intention	0,289	0,285	0,066	4,346	0,000	Accepted
Digital Marketing on Brand Image	0,285	0,279	0,083	3,421	0,001	Accepted
Brand Image on Repurchase Intention	0,201	0,197	0,064	3,134	0,002	Accepted

Source : Primary idata idiosyncratic SmartPLS (2023)

Based on table 1, the P-Value value above shows that the majority has a value < (0.05), which means that it has a significant effect from the exogenous variables on the endogenous variables shows that there is no significant effect because the P-Value > 0.05 and the T Statistical value < 1.96.

Indirect Effect Test

Table 2 - Indirect Influence Test Results

	Original Sample (O)	Sample Average (M)	Standar Deviasi (STDEV)	T Statistic (| O/STDEV |)	P Values	Result
Perceived Quality on Brand Image and impact to Repurchase Intention	0,056	0,055	0,024	2,326	0,020	Accepted
Perceived Price on Brand Image and impact to Repurchase Intention	0,079	0,080	0,031	2,567	0,011	Accepted
Digitak Markjeting on Brand Image and impact to Repurchase Intention	0,057	0,054	0,022	2,593	0,010	Accepted

Source : Primary idata idiosyncratic SmartPLS (2023)

Based on table 2, the P-Value value above shows that the majority have a value of ii < (0.05), which means that they have a significant influence from the independent variable on the dependent variable mediated by the intervening variable, namely perceived quality of purchasing decisions mediated by brand image, perceived price of purchasing decisions mediated by brand image and digital marketing on purchasing decisions are mediated by brand image.

CONCLUSION

The results of the analysis show that there is an influence of perceived quality on repurchase intention. This shows that hotels that provide timely service, are consistent in providing service and speed in serving guests who stay are able to grow the desire if they need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when going to stay and plan to return. In addition, the results of the study show that perceived quality influences brand image. This means that the ability of a hotel to provide timely service, be consistent in providing service and speed in serving guests who stay can give the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for a place to stay.

The results of the analysis show that the perception of price has no effect on the intention to visit the same hotel. This shows that even though hotel prices are affordable, the price paid is in accordance with the service received and the price paid is in accordance with the hotel facilities, it cannot generate the desire if you need a hotel to stay at the same hotel, you have a strong desire to become the hotel of choice when going to stay and plan to return. In contrast to price perceptions that affect brand image. This means that the price of the hotel is affordable, the price paid is in accordance with the service received and the price paid is in accordance with the hotel facilities capable of giving the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for a place to stay.

Further results show that digital marketing has an effect on repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure to consumers and the level of online trust from advertisements that appear can foster a desire if you need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice. when going to stay and plan to return. Digital marketing also influences repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure

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to consumers and the level of online trust from advertisements that appear to be able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for customers. places to stay.

Research has also found that brand image has an effect on repurchase intention. This shows the image of a hotel that has good physical facilities, an attractive interior design and gives the impression of a trusted hotel for a place to stay, growing the desire if you need a hotel to stay at the same hotel, having a strong desire to be the hotel of choice when going to stay and planning to return.

The results of the study also show that there is an influence of perceived quality on brand image on repurchase intention. This shows that hotels that provide timely service, are consistent in providing service and speed in serving guests who stay can grow the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted so that it can strengthen the place to stay. need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when going to stay and plan to return. Likewise, there is also the influence of price perceptions on brand image which has an impact on repurchase intention. This shows that hotel prices are affordable, the price paid is in accordance with the service received and the price paid is in accordance with hotel facilities able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression that a hotel can be trusted for an impactful place to stay. If you want a hotel, you will stay at the same hotel, you have a strong desire to become the hotel of choice when you are going to stay and plan to return. The findings of further research are that digital marketing has an effect on brand image which has an impact on repurchase intention. This shows the ease of users accessing information and services provided by online advertising, advertisements that provide pleasure to consumers and the level of online trust from advertisements that appear to be able to give the image of a hotel that has good physical facilities, attractive interior design and gives the impression of a hotel that can be trusted for customers. where to stay so that it has an impact on the desire if you need a hotel to stay at the same hotel, have a strong desire to become the hotel of choice when you are going to stay and plan to return. Digital marketing also influences repurchase intention.

In addition to finding the results of the research mentioned above, this study also has limitations that can be developed for further research. The limitations that can be recommended for further research are the area of the hotel studied, it is hoped that further research can increase the number of guests staying at non-star hotels in a wider area. In addition, by finding price

perceptions that do not affect repurchase intention, further research can replace these variables or add other variables such as word of mouth, trust, stifaction and so on.

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