INFLUENCE OF BRAND IMAGE
AND THE QUALITY OF SERVICE TO THE DECISION TO STAY AT REDDORZ PONDOK LABU

Oleh :
Muhammad Zaqi,
Ekonomi dan Bisnis/ Tourism, Universitas Nasional Jakarta
Email: zaqizullyan@gmail.com
Gagih Pradini
Ekonomi dan Bisnis/ Tourism, Universitas Nasional Jakarta
Email: gagih@civitas.unas.ac.id

| Article Info	Abstract
	This study was conducted on purpose to help examining and analyzing the Brand Image and Quality of Service affect the Decision to Stay at Reddorz Pondok Labu. To find out and analyze the quality of brand image and service like what is dominant to influence the decision to stay at Reddorz Pondok Labu. The study was conducted at Reddorz Pondok Labu. The results indicated that brand image and also service quality gives such a positive and also significant influence toward the decision to stay at Reddorz Pondok Labu. This means that the decision to stay is determined by the brand image and quality of service of a hotel or guesthouse that provides comfort to every consumer. Sampling technique used is purposive sampling techniques. The data were collected using the souce of primary data by givig set of questionnaires to 99 respondents. The analysis applied is testing techniques that exist in SPSS 23. The study results proved that the variables of Brand Image and Service Quality, together produce data that affect the Decision to Stay at Reddorz Pondok Labu.

1. INTRODUCTION

The tourism industry is one type of business that is profitable in generating state revenue, because it is a potential attraction in terms of attracting tourists, tourists definitely need lodging to rest. Tourists will look for a comfortable stay experience, so this needs to be a concern for lodging companies such as hotels and the like to attract consumers to stay at the hotel, develop the right marketing strategy can help winning the market and facing the competitors. Competition in the hotel business today looks increasingly tight, seen from the new hotels that have sprung up, and this is a challenge for companies to act quickly in competing.

Competition in business based on the services sector in Indonesia has increased which is quite interesting to know. The presence of globalization increasingly creates opportunities for foreign investors and businesses to participate in competition to attract consumers. Companies today consider it necessary to know the behavior of customers in meeting their needs. Companies that want to continue to stand need a prominent advantage so as not to look the same as other companies. One of them is to provide stability to prospective customers in order to enjoy the services and products offered.

Competition between managers and developers from the hospitality service industry provides many opportunities to position hotels

as one of the promising business activities both now and in the future. Moreover, Indonesia is known as a country with a variety of tourist attractions and the breadth of the territory owned, thus, making it easy for every tourist both local and foreign to visit various places, this is what becomes quite promising prospective for hotel industry service managers.

Table 1.1 Reddorz Pondok Labu Visit Data (2022)
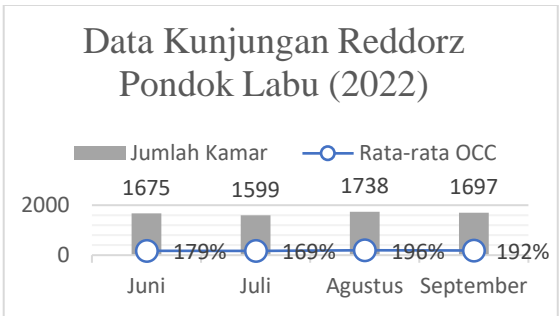
Source: Reddoorz Pondok Labu (2022)

The hospitality service industry is one of the many forms of service industry that has a function and a strategic role in line with the existence of community mobility from one place to another so that the presence of the hotel not only has a function as a temporary residence or a place to stay for people who are traveling far or just, hospitality industry services have now been transformed into services that provide fulfillment of entertainment and recreation needs and become a place to carry out various activities for business.

The function of the hospitality service industry has been growing, which not only has a function as lodging and residence, but has developed into a recreation area, restaurant, sports, entertainment, Scientific Meeting Place and various other dual functions that have an orientation on improving the quality of hospitality management that is independent, reliable and professional with a commitment that acts on the hospitality industry and gives birth to the atmosphere, feel and comfort for longer stays at the hotel.

All managers of the hospitality service industry are faced with the weaknesses and strengths of the hospitality service industry itself and with the presence of threats and opportunities derived from consumers, competitors and the business environment that blends with the management of services in the hospitality industry. In response, various hospitality industry services are currently focused on increasing revenue. High income is obtained from the management of the hotel manager and will indirectly indicate that the hotel has been managed properly. To address this, the hotel must be able to see the existence of business opportunities that bring profit, in order to be expected to provide a comfortable room, pleasant, chic and unique atmosphere and the presence of human resources in this case employees who are ready to provide services to meet customer satisfaction including tourists.

Competition in the hotel business is now not only star hotels, but also many emerging modern lodging places that offer more affordable prices but with facilities that are not far from star hotels, such as Reddoorz. Reddoorz itself is a leading hotel booking platform in Indonesia, originated from Singapore, founded by Amir Saberwal because he realized that the hospitality business in Southeast Asia has such great potential. Reddoorz established a business model in collaboration with small hotels, which was then transformed into a platform and provided technological training to pre-employees related to basic customer service lessons, space maintenance and also to ensure uniformity of service levels throughout the network. Even today, Reddoorz is claimed to be one of the most powerful online hotel marketplaces in Southeast Asia (Butar, 2020).

Reddoorz Pondok Labu is one of the ideal places to stay for holidays with non-smoking room facilities, 24-hour standby reception, wifi, mineral Water, TV and toiletries. All that is offered from this Reddoorz location is close access to popular shopping, recreation and entertainment centers near the

hotel such as Cinere Bellevue Mall, One Belpark Mall, Ragunan Zoo, Indonesian Kite Museum, Tabebuya Park and also Cinere Fresh Market (tiket.com, 2022).

One of the right way in this competition of hotel business is to form an attractive brand image in the consumes' minds, it becomes such an important factor that can affect consumers in evaluating before making a purchase (Jumiati et al., 2017). To form a brand image, first the company needs to do promotion, promotion strategy is a concept that is closely related to the science of communication, where in the promotion there are various forms of communication are studied such as advertising, publicity, word of mouth communication, as well as direct marketing (Pradini et al., 2022).

Brand Image as a view for customers about a brand as a reflection of the combination of brands that are in the customer's view. Brand image itself has a strategic position in terms of competition that is currently increasingly competitive for the hospitality industry services to lure customers. A brand with a good image will provide various benefits and advantages for hospitality managers because it can make customers want to use the services offered by the manager in accordance with the image of the brand owned.

In addition to branding, companies also have to compete in terms of providing quality service to get the hearts of consumers. Service quality is related to the fulfillment of needs and also the desires and expectations of customers, the service in question is a form of service provided by the hotel to guests as long as the guest or consumer is still there in the hotel area, such as service by the receptionist, room service, security, cleaning service, and others (Khotimah et al., 2017).

Quality of service is a very important part that must always be considered by service providers. Therefore, the quality of Service pivots on the adequacy of customer needs and willingness to run with appropriate services based on expectations from consumers. Good service quality will foster a sense of comfort for customers so that they become loyal customers

by building a good image (Pradini & Pratami, 2022). And it should be good service to consumers is the main mission of a hotel where customer satisfaction is the company's top priority in its efforts to win the competition.

In deciding on the use of hotel services, in general, consumers have considerations in making a decision related to fulfilling the service needs of a hotel, thus if consumers get satisfaction in obtaining various forms of services that are in accordance with their wishes and integrity, the consumer will automatically provide loyalty and loyalty to continue to be a loyal hotel service consumer (Palaba, 2020).

According to the explanation given before, the authors are interested to conduct research about "the influence of Brand Image and quality of Service toward the decision to stay at Reddorz Pondok Labu".

2. LITERATURE REVIEW
Brand Image

Simply put, brand image can be claimed as a set of associations of brand which exist in the consumers' minds, where consumers that accustomed to use such a certain brand that has a consistency of brand image or so-called as a brand personality. To understand the brand image more deeply, it needs to be explained about the meaning of brand and image itself, brand basically refers to the message used to identify a product or service, brand or brand has several identities that are tangible or intangible. While image or image is broadly defined as a set of ideas, beliefs, and also a impression of person comes of a certain object. This image becomes the main goal as well as a reputation to be achieved in public relations, it becomes abstract and is not able to be systematically measured, but it is able to be felt with the results of some research, such as acceptance and response whether it is positive or negative given the wider community. It can be said that the brand image is known as a representation of the entire brand's perceptions, created by information and previous experiences of brand, it is connected

to the brand's beliefs and also preferences, where consumers that tend to have a positive image can be easily making a purchase. So, the conclusion of understanding brand image can be known as a set of beliefs in the name, impression or symbol which had by a person about the brand and it consist of many information of the brand, which results in leaving an impression in the long term inside the consumers' mind (Saidun, 2022).

In Wulandari and Iskandar's research, brand image indicators consist of quality products, produced by trusted companies, brands that are easy to obtain, good relationships with consumers, brands that are firmly attached to the consumers' minds, brands that is able to be trusted, brands are easily recognized, provide better benefits, and familiar brands are known in the minds of consumers, while Aaker and Biel's research measures brand image with indicators such as characteristics, characteristics, not disappointing (Kusuma et al., 2022).

Service Of Quality

According to Tjiptono in (Prasetyani et al., 2013), explained that service quality or service quality is known as a dynamic situation connected to services, human resources and also products, processes and environments that fir or exceed the consumers; expectations. Broadly speaking, Si is defined as an effort in the form of providing facilities or human resources with the aim of supporting business activities that function satisfactorily and attract customers. The perception of customers to a service company can also be influenced by its services, because Service is the most important element for the company when instilling the image and trust of customers so that they are loyal and keep using the service.

Decision To Stay

According to (Syahputra & et al, 2020), the decision to stay is an act of consumers in deciding on lodging and hotels to be chosen as temporary residences. While Susetyowati explained that the decision to stay is a decision

to determine the choice to use or not carefully if there is data or information that supports.

METHOD
  a. Research Design

This research is applying the kind of a survey study, the data is taken by distributing a set of questionnaires. Sugiyono (2019) survey research can be claimed as a technique of collecting information or data by giving a set of questionnaires to help taking responses from the selected respondents. moreover, survey research is carried out in order to obtain facts from ongoing events and it provides factual information that has no information of why these events are made.

  b. Population and Sample

  i. Population

Population is all events, groups of people and things that researchers want to study (Sekaran, 2016). The population in this study are those who know about Reddorz Pondok Labu, because the data will be obtained in accordance with the independent variables in this study and affect the relationship between variables in the study.

The population of the study are the guests that have stayed at the 2022 Reddorz Pondok Labu. Where the population data is the total number of room occupancy in 2022 as many as 6709 rooms.

  ii. Samples

Sudaryono (2017: 167) defines the research sample as the main aspect that must be considered in the research to be carried out. The research sample describes and establishes how far the sample taken is useful in drawing final conclusions. A sample is an activity of a population i.e.several members drawn from the population. Some elements of the population are samples.

Technique of sampling applied the non-probability sampling technique using judgmental sampling method. The determination of the sample is applied when the researcher wants to determine the members of the sample on the basis of a criterion (Sudaryono, 2017:174). While the application of this method of judgmental sampling, researchers use purposive sampling techniques. In relation to purposive sampling, the determination of the sample rests on the researcher's personal research which reveals that the sample taken is representative.

Slovin formula:

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

$$= \frac{6709}{1 + 6709(0,1^2)} \quad 98,53 \sim 99 \text{ respondent}$$

Thus, the population is able to be collected according to the visits number to Reddorz Pondok Labu that resulted in the amountr of samples up to 98.53 or for about 99 respondents.

For data analysis is using techniques of data retrieval by the support of SPSS 23 and it can help making the data to be accurate.

c. Data Collection Technique

The Data was collected by using a technique that is in the form of a questionnaire means that the data were collected from a number of written statements submitted by respondents who know about or who have stayed at the Reddorz Pondok Labu so that they can answer the statement on the questionnaire. Measurement data is aimed on purpose to test the data resulted by giving questionnaires and it is measured by using likert scale. Likert scale can be known as a measurement with the intention to observe the behavior and opinions of a phenomenon (Sugiyono, 2011:11).

d. Hypothesis Test Analysis

Hypotheses made for this study are these followings:

H0: Brand Image has no positive and also significant influence toward the decision to stay.

H1: Brand Image has a positive and also significant influence toward the decision to stay.

H0: the quality of Service does not have a positive and significant effect on the decision to stay.

H2: the quality of Service has a positive and also significant influence toward the decision to stay.

H0: Brand Image and quality of Service does not have a positive and also significant influence toward the decision to stay.

H3: Brand Image and service quality have a positive and also significant influence toward the decision to stay.

3. RESULTS AND DISCUSSION RESULTS

a. Validity Test

The poin variables to measure the validity are divided into three.

Table 1 Validity Test Of X1

Poin Variable	Pearson Correlation	Sig.
X1.1	0.641	.000
X1.2	0.778	.000
X1.3	0.830	.000
X1.4	0.846	.000
X1.5	0.856	.000
X1.6	0.841	.000

The significance coefficient of all question points on the variable Brand Image of Reddorz Pondok Labu (X1) does not exceed 0.05. Thus it can be said that all questions are valid. So that the overall questions in Brand Image variable of of Reddorz Pondok Labu are declared worthy of being used as an instrument to measure research data.

Table 2 Validity Test Of X2

Poin Variable	Pearson Correlation	Sig.
X2.1	0.843	.000
X2.2	0.807	.000
X2.3	0.767	.000
X2.4	0.836	.000
X2.5	0.819	.000
X2.6	0.89	.000
X2.7	0.859	.000
X2.8	0.853	.000
X2.9	0.869	.000
X2.10	0.857	.000

The significance coefficient of all question points toward the quality of service of Reddorz Pondok Labu (X2) does not exceed 0.05. Thus it can be said that all questions are valid. So that the overall question in quality of service variable of Reddorz Pondok Labu are declared worthy of being used as an instrument to measure research data.

Table 3 Validity Test Of Y

Poin Variable	Pearson Correlation	Sig.
Y.1	0.856	.000
Y.2	0.835	.000
Y.3	0.856	.000
Y.4	0.731	.000
Y.5	0.852	.000
Y.6	0.844	.000
Y.7	0.840	.000

The coefficient of significance of all question points on the decision to stay at Reddorz Pondok Labu (Y) does not exceed 0.05. Thus it can be concluded that all questions are valid. So that the overall question in decision to stay variable are declared worthy of being used as an instrument to measure research data.

b. Reliability Test

This test is used to measure whether a questionnaire can be said to be reliable if the answers given are consistent. This measurement utilizes Cronbach's Alpha with the rule that if the value is greater than 0.6 then the questionnaire can be called reliable.

Table 4 Reability Test

Variable	Cronbach's Alpha	Criteria
Brand Image	0.888	Valid
Quality Of Service	0.953	Valid
Decision To Stay	0.924	Valid

According to the table, the f Cronbach's Alpha value for Brand Image is 0.888 > 0.6, Quality Of Service is 0.953 > 0.6, and Decision To Stay is 0.924 > 0.6. All values exceed 0.6, it means that all statement items of Brand Image, Quality Of Service, and Decision To Stay are declared reliable.

c. Regression Equation

The contribution of Brand Image and quality of service to the decision to stay at Reddorz Pondok Labu is carried out by implementing multiple linear regression analysis and the following results are obtained:

Table 5 Regression Equation

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	2.979	1.292	2.305	.023
Brand Image	.312	.090	3.467	.001
Quality Of Service	.451	.052	8.601	.000

According to the result of analysis, it is known that the multiple regression equation is:

Decision To Stay At Reddorz Pondok Labu = 2.979 + 0.312 Brand Image + 0.451 Quality Of Service

- Constant of 2,979; it means that if the Brand Image and Quality Of Service are

0, then the value of the Decision To Stay At Reddorz Pondok Labu is 2,979

- Brand Image variable coefficient is 0.312; This means that if the Decision To Stay At Reddorz Pondok Labu variable increases by one point, then the Brand Image will increase by 0.312.
- The coefficient of the Quality Of Service variable is 0.415; it can be sait that if the Decision To Stay At Reddorz Pondok Labu variable increases by one pont, then the Quality of Service will increase by 0.415.

d. Analysis Prerequisite Test

Analysis prerequisite test is the way to test the assumption of linear regression to avoid the appearance of bias. BLUE estimates (Best Linear Unbiased Estimates) must be met by testing on regression assumptions

1) Normality test

The method used to check the normality of a regression model is to implement the normality test by looking at the normal graph.
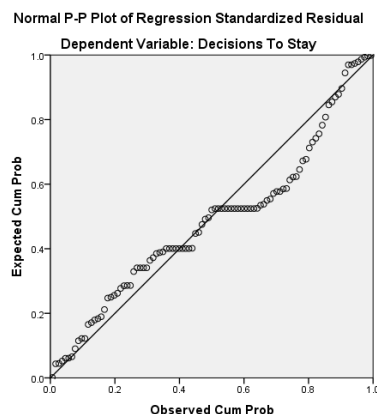

Figure 1 Normality Plot

The test results by looking at the graph above show that the plot is located in the area of the diagonal line. Thus the assumption of normality of Brand Image and Quality Of Service toward Decision To Stay At Reddorz Pondok Labu has been fulfilled.

2) Multicollinearity Test

This test has the goal to determine whether the model contains a relationship between independent variables. To find out whether or not a model contains multicollinearity is to check the tolerance number and VIF.

Table 6 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.322	3.107
Quality Of Service	.322	3.107

The table shows a value of tolerance > 0.10 and the VIF value < 10. Thus, multicollinearity is resulted as non-existent. This means that the assumption of multicollinearity is met.

3) Heteroscedasticity Test

Heteroscedasticity indicates the presence of unequal variance from residual one. The way to check whether it is true that in the model there are symptoms of heteroscedasticity is to observe the pattern from the scatter plot graph.
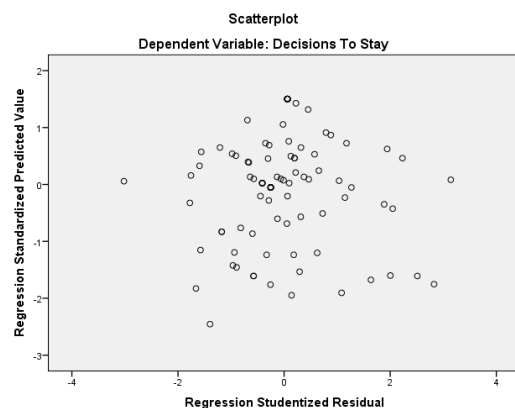

Figure 2 Scatterplot

The scatter plot of variables on Brand Image and Quality Of Service toward Decision To Stay At Reddorz Pondok Labu displays the spread of dots around zero, above and below. In addition, the chart does not contain a pattern with a certain regular shape. Thus in this model

there is no evidence of the assumption of heteroscedasticity.

4) Autocorrelation Test

The goal of autocorrelation testing is to decide the existence of a correlation between confounding errors. This test is done by implementing the Durbin-Watson test.

Table 7 Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902[a]	.814	.810	1.98087	2.066

In the Durbin-Watson test which involves 2 variables, 2.066 us the value of Durbin-Watson. If (4-dL) or (4 – 1.6317) = 2.368 > DW = 2,066, then the model does not contain autocorrelation assumption.

e. F Test

The F statistic test shows that Brand Image and Quality Of Service are significantly have the model accuracy on the Decision To Stay At Reddorz Pondok Labu. There hypothesis testing criteria used as follow: H0 is rejected if the significance value of the table below < 0.05.

Table 8 F test

Model	Sum of Squares	df	Mean Square	F	Sig.[g]
1 Regression	1647.393	2	823.696	209.921	.000[b]
Residual	376.688	96	3.924		
Total	2024.081	98			

Based on the output, H0 is rejected because of the Sig. value = 0.000 less than 5% alpha. So, the Brand Image and also Quality Of Service simultaneously have a significant effect on Decision To Stay At Reddorz Pondok Labu.

f. t Test

This test aims to test whether the Brand Image and Quality Of Service partially affect Decision To Stay At Reddorz Pondok Labu. To test the hypothesis by comparing the significance value of the t-test with 5% alpha.

Table 9 t Test

Model	Unstandardized Coefficients B	Std. Error	t	Sig.
1 (Constant)	2.979	1.292	2.305	.023
Brand Image	.312	.090	3.467	.001
Quality Of Service	.451	.052	8.601	.000

Based on the output above, it can be concluded that each variable has a value of significance is less than 0.05. The Brand Image variable has a sig. value. = 0.001 < 0.05, the Quality Of Service variable has a sig value. = 0.000 < 0.05. So it can be concluded that the variables of Brand Image and Quality Of Service partially have a significant influence toward the Decision To Stay At Reddorz Pondok Labu.

Coefficient Of Determination

This analysis shows how the contribution of Brand Image and Quality Of Service to the Decision To Stay At Reddorz Pondok Labu. This coefficient is expressed as a percentage. The form of this contribution can be seen from the coefficient values ranging from 0 to 1.

Table 10 Coefficient Of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902ª	.814	.810	1.98087	2.066

The R2 of 0.814 shows that the percentage contribution of the Brand Image and Quality Of Service to the Decision To Stay At Reddorz Pondok Labu is 81.4%. 18.6% or the rest is explained by other variables that are not included in this research model.

DISCUSSION

a. The influence of brand image on the decision to stay

Brand Image is a consumer's belief in a brand that has been formed and attached to his mind. Brand image is a symbol that makes consumers believe in a certain brand because a strong brand image makes consumers confident and loyal to buy a product. According to the t-test results, it can be said that the brand image variable has a significant influence on the decisions to stay at the Reddorz Pondok Labu Hotel. Consumers consider the Reddorz Pondok Labu to be a hotel with beautiful and comfortable rooms. Also, this hotel is well-known for many tourists staying on vacation.

This study's results are supported by Jumiati et al., (2017) that indicates that the brand image variable gives such a significant influence toward the consumer decisions to choose to stay at the Sala View hotel. Jasmalinda (2021) also shows that brand image gives such a significant influence toward the consumer purchasing decisions for Yamaha motorcycles in Padang Pariaman Regency. It can be stated that the higher the brand image had by a

product, the better it will increase the interest of a consumer and help making purchasing decisions. Research by Lingga (2016) also shows that product image has a significant effect on consumer decisions to use Amaris Hotel in Samarinda.

b. The influence of quality of service on the decision to stay

In today's business competition, service is the most important thing for companies. Service quality is related to meeting the needs and also desires and expectations of customers. The form of service provided by the hotel to guests as long as the guest or consumer is still in the hotel area, such as service by the receptionist, room service, security, cleaning service, and others.

According to result of t-test, shows that the service quality variable has a significant effect toward the consumer decisions to choose to stay at the Reddorz Pondok Labu hotel. Consumers consider the Reddorz Pondok Labu hotel hotel to be a hotel with quality room equipment and equipment so that guests are comfortable staying. Then Reddorz Pondok Labu has various room types, complete amenities, an adequate parking area, and supporting facilities such as wifi that works well. In addition, the Reddorz Manager is responsive to resolving visitor complaints quickly and accurately, has excellent service, listens to visitor complaints and provides solutions, and has a guarantee in case of damage to the room.

This study's results is in line with Suardi (2021) which shows that if the physical evidence variable, Empathy and reliability have a positive and also significant influence on the decision to choose hotels in Pinrang Regency. That is, the decision to choose a hotel is determined by the presence of physical evidence from a hotel that provides comfort to every hotel guest, shows a caring attitude in serving hotel guests and the reliability of its employees who provide a fast and non-

discriminatory service process. Then Katemung (2018) also states that the quality of service partially influences the decision to stay at the Genio Hotel Manado

4. CONCLUSION AND SUGGESTION
CONCLUSION

According to the research and the results about the influence of Brand Image and Quality of Service to the decision to stay at Reddorz Pondok Labu, it can be drawn conclave include:

a) Brand Image gives a significant influence toward the decision to stay at Reddorz Pondok Labu because the hotel is able to encourage the decision to stay if the company shows a good impression for people to visit. To make this positive impression of hotel in the hearts of visitors particularly is not able to be used only like that, but it needs promotion, consistency and characteristics possessed by Reddorz Pondok Labu.

b) The Quality of Service has a significant effect on the decision to stay at Reddorz Pondok Labu because it has excellent service quality that makes guests decide to stay.

c) If the Brand Image and Quality of Service together give a significant influence on the decision to stay because both are a very important unit in the hospitality business, then it is applied by guests when deciding to stay.

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