

## Strategi peningkatan purchase intentions hotel bintang empat berdasarkan pengaruh brand image, price, trust, dan value = Strategy to improve purchase intentions for four star hotel based on the effects of brand image price trust and value

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### Abstrak

Jumlah kamar dan hotel di Indonesia terus meningkat setiap tahunnya. Dengan keadaan tersebut maka persaingan antar hotel di Indonesia pun akan terus meningkat setiap tahunnya, sehingga dibutuhkan strategi bisnis yang tepat untuk mempertahankan pelanggan lama serta menambah pelanggan baru. Dalam pembuatan strategi tersebut, penelitian ini meneliti pengaruh Brand Image, Price, Trust, dan Value pada Purchase Intention pelanggan. Setelah mendapatkan hasil analisa pengaruh Brand Image, Price, Trust dan Value pada Purchase Intention pelanggan, maka langkah selanjutnya adalah menggunakan Importance-Performance Analysis untuk mendapatkan action items beserta prioritas pelaksanaan pada setiap action items. Kemudian pada akhirnya hasil analisa tersebut dapat menjadi sebuah strategi bisnis bagi pengusaha hotel bintang empat di Indonesia untuk mengembangkan bisnisnya.

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The number of room and hotel in Indonesia are keep on rising for each year. With such condition then the competition between hotels in Indonesia will also keep on rising for each year, thus an accurate business strategy is required in order to maintain the regular customer and to add a new costumer. In the creation of such business strategy, this research is researching on the impact of Brand Image, Price, Trust, and Value on the customer's Purchase Intention. Upon obtaining the result of analysis on the impact of Brand Image, Price Trust, and Value on the customer's Purchase intention, then the next steps is to utilize the Importance-Performance Analysis in order to obtain action items along with the priority of execution of each action items. Then in the end such analysis result can become a strategy for entrepreneur of four-star hotels in Indonesia to develop their business.