

# THE INFLUENCE OF AWARD (Traveloka Hotel Awards 2017) ON CONSUMER PURCHASE INTENTION AND CONSUMER PURCHASE DECISION

(Study on Hotel Santika Premiere Hayam Wuruk Jakarta)

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## ***ABSTRAK***

*Penelitian ini bertujuan untuk menganalisis pengaruh dari variabel penghargaan terhadap keinginan pembelian dan keputusan pembelian konsumen di Hotel Santika Premiere Hayam Wuruk Jakarta. Jenis penelitian yang digunakan adalah penelitian explanatory research untuk menjelaskan hubungan atau pengaruh antar variabel yang diteliti. Pada penelitian ini digunakan metode sampel purposive dengan menggunakan seluruh populasi yang terdaftar sebagai tamu hotel disaat penghargaan sudah diberikan (2017) untuk dijadikan sebagai sampel, didapatkan 100 sampel dalam penelitian ini. Proses pengumpulan data menggunakan kuesioner dengan jawaban yang diukur dengan skala likert, sedangkan analisis data menggunakan teknik analisis deskriptif dan analisis jalur yang dibantu dengan program SPSS versi 16. Hasil penelitian menunjukkan bahwa (1) Penghargaan berpengaruh langsung terhadap Keputusan Pembelian Konsumen (2) Penghargaan berpengaruh langsung terhadap Keinginan Pembelian Konsumen (3) Keinginan Pembelian Konsumen berpengaruh langsung terhadap Keputusan Pembelian Konsumen (4) Penghargaan berpengaruh tidak langsung terhadap Keinginan Pembelian Konsumen dan Keputusan Pembelian Konsumen.*

***Kata Kunci: Penghargaan, Traveloka Hotel Awards, Keinginan Pembelian Konsumen, Keputusan Pembelian Konsumen.***

## **ABSTRACT**

This study aims to analyze the influence of award variable on consumer purchase intention and consumer purchase decision at Hotel Santika Premiere Hayam Wuruk Jakarta. The type of research used is explanatory research to explain the relationship or influence between the variables studied. This study used purposive sample method using all populations registered as hotel guests when the award was given (2017) to be used as a sample, obtained 100 samples in this study. The process of collecting data using a questionnaire with answers measured by a Likert scale, while the data analysis using descriptive analysis techniques and path analysis assisted by SPSS version 16. The results showed that (1) the award had a direct effect on Consumer Purchase Decision (2) the award directly influence Consumer Purchase Intention (3) Consumer Purchase Intention directly influence Consumer Purchase Decisions (4) Awards have an indirect influence on Consumer Purchase Intention and Consumer Purchase Decision.

**Keywords: Awards, Traveloka Hotel Awards, Consumer Purchase Intention, Consumer Purchase Decision.**

## INTRODUCTION

The advancement and rapid growth of the hotel industry certainly does have a lasting impact on the customer as the one buying their products. It is now even more complicated for them to figure out what's the best hotel to choose. Some of the ways people chose to distinguish and weight in their choices is through looking at certification, or some kind of acknowledgement that will validate their judgement in regards to the hotel based off their observation on the travel search engine. Some of the certification they are looking for may come in award forms. An award is something given to a person, a group of people, like a sports team, or an organization in recognition of their excellence in a certain field (Oxford, 2017). An award may be accompanied by trophy, title, certificate, commemorative plaque, medal, badge, pin, or ribbon (Cambridge, 2017).

For a hotel industry, there are a bunch of awards given by institutions that are running the operation in hospitality field. For example is The International Hotel Awards (IHA). IHA determines the finest hotels and hospitality companies in the world. The International Hotel Awards were developed to identify, highlight and reward excellence throughout the global hospitality industry throughout a wide range of areas. In addition to categories for several types of specialty hotels and categories by hotel size, there are also categories for best hotel architecture, construction, interior design, marketing and website (International Hotel Awards, 2012).

Therefore, the award that will be focused on in this thesis is an award given by the travel search engine composed domestically which is Traveloka Hotel Awards. Why the thesis chose Traveloka Hotel Awards as the variable is because wanted to investigate and observe an award that has a direct impact to the purchasing decision of the customer. Traveloka Hotel Awards is an award given to the travel search engine based off reviews by the user of the application (TravelokaPress, 2017). But in this thesis, we wanted to weight in on the actual impact that these awards have in influencing consumer purchase intention and eventually consumer purchase decision. Because as we all now, it is an honor to be given an award. But does that actually mean the reputation of the hotel is going to be aligned with the actual increase of the purchase decision since the final wish for all the recipient is for these awards to have some kind of a power and

assurance for all the potential buyer of the hotel's product to have an increase intention to purchase the hotel's service and eventually purchase the room.

Initially, what draws the observation to diligently applies the research on to the Hotel Santika Premiere Hayam Wuruk Jakarta is because of its grand new opening. As a newcomer, the hotel still hasn't had its footing firmly on the ground. It is still looking for a way for people to have any interest in staying. Although it is a hotel that has a very reliable parent company and the stars should have indicated the level of quality that the future occupants might be experiencing, it is still not enough to compiled guests. Decisions to stay are still relatively sporadic. That is why when the hotel received an award from a very popular travel website a mere two years after opening, we wanted to examine if this is the type of assurance people needed to gather in order for them to finally have an interest and eventually purchase a room at the hotel.

Consumer purchase intention is the moderator variable in this thesis. This is where the consumer picks up curiosity and willingness to purchase over the object and because of the award attached to the object's name, we examined whether the award has that effect on customer. The intention to transact or purchase intention is defined as the intention of buyers to engage in the exchange relationship at shopping websites, such as sharing information, maintain business relationships, and create business transactions (Zwass, 1998). The intention might be influenced by so many things that makes the buyer acquainted with the product. In this thesis, the author wanted to know specifically if the award that has been bestowed upon the object (Hotel Santika Premiere Hayam Wuruk Jakarta) has that influence that increases awareness and reassurance to the potential buyer of the hotel since it is awarded by one of leading electronic travel applications in Indonesia. Consumer purchase intention refers to the "possibility of consumers' willingness of purchasing some specific products (Dodds, Monroe & Grewal, 1991).

When they finally peels the attraction from the award and now becoming aware and have sort of an intention to purchase the product, then it is time for the decision. For many purchases, the consumer will follow a generic model of decision-making by going through a process to make a

decision. Typically, the buyer will recognize a need to make a purchase that initiates research on products and pricing. As an example, the decision to buy a washing machine might come after the old one breaks and needs a costly repair. The consumer will investigate the new washing machines on the market, evaluate features, benefits and pricing and ultimately make a decision to purchase. How the consumer feels about the product after the purchase is also an issue. If he is satisfied with its performance, he will be more likely to purchase that brand in the future (Penn, 2018).

This is exactly what the author is going to observed in this thesis. The need to acquire a hotel room is already established since the respondents are the ones staying. In later sections, the author will discuss even further about how influential the award is to assure the customer. There are also a middle variable that will be intact. Intention that arises after acknowledging the award as a signal of quality validated by a credible and trust-worthy travel application will also be examined. The bigger picture will be, this thesis as a whole will take a further look into whether or not the award has a direct impact on purchase decision and or does it has to peak an intention first before deciding to purchase.

With this particular topic, the hotel that the author decided to observe as a case study for the continuation of this thesis is Hotel Santika Premiere Hayam Wuruk Jakarta. Why this hotel? Well, a number of reasons might be the defining factor. The main reason is because Santika is a large and well-known hotel brands that has property around Indonesian archipelago.

Santika Indonesia Hotels & Resorts, under the management of PT Grahawita Santika, was established in 1981. Started by buying rights and invested heavily in some hotels that might be in dire need of refurbishment or building a new property in areas deemed to have a potential to attract a loyal customer or an up and coming destination that seek to have a resurgence of visitors in the coming years at places all over the archipelago of Indonesia. As the responsibility of Santika Hotels property hikes up and began to scattered throughout Indonesia, PT Grahawita Santika offers business people or leisure enthusiast to find an alternative that is able to meet their travel needs in places they don't even know they needed comfort.

Santika Indonesia Hotels & Resorts provides a great service with typical Indonesian

hospitality. It is one of the only few places where you can experience a personal encounter that is surrounded by local traditions and a natural touch in every accommodation and facilities in each hotel's locations. All the business activities will feel more complete with exclusive Wi-Fi connections in every room. Santika Indonesia Hotels & Resorts also provides a business center that provides space equipped with modern technological equipment and room to held even the most important meeting. Convenience is our priority to support you to achieve the best business targets. Verified by ISO 9001/2008 international standards, Santika Indonesia Hotels & Resorts provides the best in comfort, service and security (Santika Indonesia, 2018).

Santika Indonesia also has other brands in their repertoire that catered towards different target market. The 'premiere' hotel edition is a step further in luxury and personalized service compared to the original hotel edition. Premiere Santika Dyandra Hotel & Convention focuses more on the MICE aspect of the hotel industry (Meeting, Incentive, Convention, & Exhibition), meaning they will try to forward their upscale and technologically advanced business facilities for big companies to indulge in. Amaris is a branch aiming for the budget traveler whose only concern is to have a place for a good night's sleep, good connection to the internet, and a reliable serving of breakfast. And then the series of villas in the name of The Samaya, The Anvaya, and The Kayana is a property that propells honeymooners or tropical-island visitors to came in and experience the luxurious atmosphere that each villa's series creates.

As to why the author chose Hotel Santika Premiere Hayam Wuruk Jakarta specifically, is because the hotel fits the bill as a place where the outcome of this thesis is hoping to peel off. The hotel sells their room in the Traveloka website. It is a somewhat upscale hotel property in a line series of Santika Hotels property. Last year, they received a recognition from Traveloka Hotel Awards 2017 as one of the three hotels given the Best Hotel Overall in Premium award. As we all know from a few paragraphs back in regards to the type of hotels that has the largest market share, the premium category in the award line up has the range that captures the exact market share; meaning that the hotel falls into a beneficial territory which could translate into a bigger exposure to the market who has the most number of people looking for an accomodation.

## LITERATURE REVIEW

### Traveloka Hotel Awards

Traveloka Hotel Awards 2017 is an award given to selected hotels with plenty of positive feedback from guests through Traveloka. Traveloka itself provides an assessment based on reviews given by guests throughout the year 2016. Traveloka Hotel Awards 2017 specifies four main categories which are then assessed based on reviews from guests. The four categories are:

- a) Food: Rating based on the variety and quality of the menu offered by the hotel.
- b) Service: Rating based on the quality of service of hotel staff.
- c) Cleanliness: Rating based on hotel room cleanliness.
- d) Overall: Rating based on guest satisfaction on overall hotel quality.

The hotels that go into the assessment in the event Traveloka Hotel Awards 2017 is divided into three types, namely:

- a) Value: The hotels are considered to have provided a quality stay experience at the best price.
- b) Premium: Hotels considered to provide the best stay experience with maximum comfort.
- c) Prestige: The hotels are considered to have given an exclusive stay and exceeded expectations (TravelokaBlog, 2016).

### Consumer purchase intention

There is a significant relationship between brand equity and the willingness to recommend brand purchase to others (Azizi & Ajini, 2012). Most of previous studies tested the influence of brand image on consumers' purchase intention and showed a significant relationship between these variables. Divolf (2005) states that there is more likely that high brand awareness lead to high brand association in the minds of customers. Consequently, it is more likely that brand awareness leads to the increase of consumer decision to buy that brand (Tih & Lee, 2013). Results of Hernández and Küster (2012) also suggest that attitude toward brand has a significant impact on their purchase intention.

Understanding and predicting consumer behavior continues to be at the forefront of consumer research (MSI, 2014). The key to a better understanding of consumption may be found in the underlying motives that drive it. Like

most behaviors, consumption is purposeful and goal driven (Bagozzi, 1993), performed as a means towards some end (Moskowitz & Grant, 2009). A goal is a cognitive representation of a desired end state. When a goal is activated, tension arises based on the discrepancy between the current and the desired state. To reduce this discrepancy, cognitive resources—attention, information processing and knowledge structures—become available and accessible, helping us identify feasible means (Janiszewski, 2008), determine their value (Kruglanski et al., 2012), and energize our actions. This process constructs and reconstructs the perceived value of alternatives based on whether they are conducive or detrimental to our goals (Förster, Liberman, & Friedman, 2007), independently of pre-existing preferences.

### Consumer Purchase Decision

According to the first edition of Consumer Behaviour book by James Engel, David T. Kollat and Rodger Blackwell (1968), the buying decision process is the decision-making process used by consumers regarding market transactions before, during, and after the purchase of a goods or services. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives. Common examples include shopping and deciding what to eat. Decision-making is a psychological construct. This means that although a decision can't be "seen", we can infer from observable behavior that a decision has been made. Therefore, we conclude that a psychological "decision-making" event has occurred. It is a construction that imputes commitment to action. That is, based on observable actions, we assume that people have made a commitment to effect the action.

The marketer is responsible for selling the goods in the market so he must have the knowledge how the consumers actually make their buying decisions. For this he must study the consumer buying decision process or model. It involves five stages (SMHA, 2012):

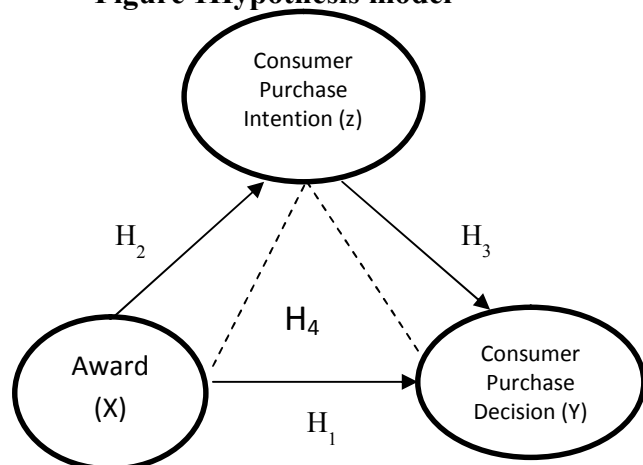
- 1.) Need recognition: consumer buying decision process starts with need recognition. The marketer must recognize the needs of the consumer as well as how these needs can be satisfied. For example if a person is hungry then food is desired or if it is a matter of thirst then water is desirable.

- 2.) Information search: in consumer buying decision process information search comes at second number. In this stage consumer searches the information about the product either from family, friends, neighborhood, advertisements, whole seller, retailers, dealers, or by examining or using the product.
- 3.) Evaluation of alternatives: after getting the required knowledge about the product the consumer evaluate the various alternatives on the basis of it's want satisfying power, quality and it's features.
- 4.) Purchase decision: after evaluating the alternatives the buyer buys the suitable product. But there are also the chances to postpone the purchase decision due to some reasons. In that case the marketer must try to find out the reasons and try to remove them either by providing sufficient information to the consumers or by giving them guarantee regarding the product to the consumer.
- 5.) Post purchase behavior: after buying the product consumer will either be satisfied or dissatisfied. If the consumer is not satisfied in that case he will be disappointed otherwise If he is satisfied than he will be delighted. It is usually said that a satisfy consumer tell about the product to 3 people and a dissatisfy consumer tell about the product to 11 people. Therefore it is the duty of the marketer to satisfy the consumer.

### Hypothesis

- H1: The award directly influence consumer purchase decision  
H2: The award influence consumer purchase intention  
H3: The consumer purchase intention influence the consumer purchase decision  
H4: The award indirectly influence consumer purchase decision through consumer purchase intention

**Figure 1Hypothesis model**



## RESEARCH METHOD

This research uses explanatory research with quantitative approach. This Research takes place at Hotel Santika Premiere Hayam Wuruk Jakarta. The Author conduct a research for seven (7) days in 2018, as it co-incides with the anniversary of the award being bestowed upon the hotel and also the year where the hotel first got awarded; which was in 2017. Sampling technique in this research is using purposive sampling. the sample amounted to 100 respondent.

## RESEARCH RESULTS AND DISCUSSION

**Table 1 Results of Direct Effect Influence on Path Analysis**

Independent Variable	Coefficient Line (Beta)	t count	p-value	Note
X → Y Award → Consumer Purchase Decision	0.310	3.196	0.020	Sig
R square (R <sup>2</sup> ) : 0,289 Sub Structure I : Y = 0,310 X				
X → Z Award → Consumer Purchase Intention	0.470	5.276	0.000	Sig
R square (R <sup>2</sup> ) : 0,221 Sub Structure I: Z = 0.470 X				
Z → Y Consumer Purchase Intention → Consumer Purchase Decision	0.317	3.268	0.000	Sig
R square (R <sup>2</sup> ) : 0,289 Sub Structure I: Y = 0.317Z				

Source: Data Processed

### Hypothesis 1

The first path coefficient in this study is an analysis of the influence of the Award (X) on Consumer Purchase Decision (Z). The test results of the influence of the Award on Consumer Purchase Decision can be seen in Table 1. The hypothesis of this research is as follows.

1 shows the test results of the effect of the Award on Consumer Purchase Decision. The result is obtained beta coefficient of 0.310 with a positive direction. The effect indicates that with

the increasing of Award it will give an increase to Consumer Purchase Decision with t count of 3,196 and probability equal to 0,020 ( $p < 0,05$ ). The decision of the test result is accepted. The value of determination coefficient of 0.289 or 28.9%. These result indicate that the contribution of award to Consumer Purchase Decision is 28.9%, while the contribution of other variables outside this research model is 71.1%. The conclusion is H1 accepted, meaning the hypothesis that the Award has significant influence on Consumer Purchase Decision

## Hypothesis 2

The first path coefficient in this study is an analysis of the influence of the Award (X) on Consumer Purchase Intention (Y). Characteristics that can be seen in Table 1. The test results explain influence of the Award to Consumer Purchase Intention can be seen in Table 1 The research hypothesis tested are as follows:

Table 1 describes the results of path analysis testing to determine the effect of the Award on Consumer Purchase Intention. The effect can be seen on the beta coefficient of 0.470 indicating that the effect of the Award on Consumer Purchase Intention. The influence has a positive direction which means that the Award is increased, it will also increase the Consumer Purchase Intention. The t count of 5.276 and the probability of 0.000 ( $p < 0.05$ ). The value of determination coefficient of 0.221 or 22.1%. These results indicate that the contribution of the Award to Consumer Purchase Intention is 22.1%, while the contribution of other variables outside this research model is 77.9%. The conclusion is H2 accepted, meaning the hypothesis that the Award has significant influence on Consumer Purchase Intention.

## Hypothesis 3

The test results of Consumer Purchase Intention influence on Consumer Purchase Decision can be seen in Table 1. The research hypothesis tested as follows:

Table 1 shows the results of testing the influence of Consumer Purchase Intention on Consumer Purchase Decision. The result is obtained beta coefficient of 0.317 indicating that the influence of Consumer Purchase Intention to Consumer Purchase Decision has a positive relationship direction. The influence of positive relationship direction which means is the increase of Consumer Purchase Intention, it will be followed

by improvement to Consumer Purchase Decision. The value of t count of 3.268 and probability of 0.000 ( $p < 0.05$ ), then the decision accepted. The value of determination coefficient of 0.289 or 28.9%. These results indicate that the contribution of Consumer Purchase Intention to Consumer Purchase Decision is 28.9%, while the contribution of other variables outside this research model. The conclusion is H3 accepted, from the results hypothesis that states Consumer Purchase Intention has significant influence on Consumer Purchase Decision.

## Hypothesis Testing Result for Indirect Effect

Indirect Effect (IE) of Consumer Purchase Intention as Intervening Variable in the Award Relationship to Consumer Purchase Decision can be done by multiplying the outcome of the direct impact on the path being bypassed. The calculation is described as follows:

Structural equations:

$$Y = PZX + (PZX PYZ)$$

Direct Effect (direct influence) Award to Consumer Purchase Decision of 0.310:

$$\begin{aligned}\text{Indirect Effect (IE)} &= PZX \times PYZ \\ &= 0.470 \times 0.317 \\ &= 0.148\end{aligned}$$

The result of calculation from Indirect Effect (IE) is 0,148. This indicates that the influence of Consumer Purchase Intention (Z) as Intervening Variable in Award (X) Relationship to Consumer Purchase Decision (Y) of 0.148. It can be concluded that H4 accepted, from hypothesis that states Consumer Purchase Intention variable plays a role in the relationship between Award to Consumer Purchase decision.

## Total Effect

The total effect is the influence of the whole path skipped. The total effect or Total Effect (TE) of the Award variable, Consumer Purchase Intention, and Consumer Purchase Decision can be determined by the following calculation:

$$\begin{aligned}\text{Total Effect (TE)} &= PYX + (PZX PYZ) \\ &= 0.310 + 0.148 \\ &= 0.458\end{aligned}$$

## Model Decisions

The hypothesis model determination of this research data is measured from the relation coefficient of determination ( $R^2$ ) in both equations. Model results as follows:

$$\begin{aligned} R^2_{\text{model}} &= 1 - (1 - R^2_1)(1 - R^2_2) \\ &= 1 - (1 - 0,221)(1 - 0,289) \\ &= 1 - (0,779)(0,711) \\ &= 1 - 0,5538 \\ &= 0,4462 \text{ or } 44,62\% \end{aligned}$$

## Discussion

Based on the analysis of hypothesis one, we can conclude that impulsive buying of consumer purchase reasons, as awards are constructed by four vital points (food, service, cleanliness and overall performance) and purchase decision are determined by three distinctive characteristics (recognition, information search, alternative assessment). Isak Barbopoulos (2017) stated in his journal about measuring intention through a model of The Consumer Purchase Intention Scale: Development of a multi-dimensional and context-sensitive measure of consumption goals, and one of the context sensitive measure that he uses is hedonic. The award, the sole independent variable in this thesis, the author believed is a form of underlying motivation that can be falling into the hedonic category, thus propelled people to impulsively decide that they are going to purchase a product without igniting intention first. Award is a recognition of excellence in the level of accomodation that the hotel is acknowledged in; it means that award can act as a status symbol for the hotel to claim their 'best' in their field. This will imply a message to the potential occupants that they have been validated and tested in regards to their quality and it had prevailed. Therefore, the assumption becomes choosing them to be your accomodation will not be a dissapointing experience.

Based on hypothesis two, we can conclude that award does have an impact on consumer purchase intention. As the intermediary of this scheme, intention should have a significant role between transmitting the influence of award to consumer purchase decision. In this hypothesis, we analyze the relationship between award and consumer purchase intention. And based on the data, 0,470 coefficient beta moves to a positive direction; meaning that the influence from variable x to z is significant. Furthermore, it is the most significant relationship out of all the variable. Fung So et al (2017) believes in his

journal that the review and ratings an AirBnb company has will outweigh any turbulence that may dispell people from using the service. And the similar situation can be found here, when award that the hotel received really have the bigger influence in raising intention that hopefully will continue into decision

Based on hypothesis 3, we can conclude that consumer purchase intention does have an impact on decision. Although the coefficient beta might be slightly higher with 0,317, but intention still is relevant and important to influence decision. People that are making decision immediately falls into that impulsive decision of consumer purchase majority of us who wanted to purchase something will have to have some kind of interest in purchasing them. Intention plays an important part here as it is closely related to brand awareness and association, which in most observations plays an important role in gaining new customer, as evidenced by an observation conducted by Fei L Weisstein (2017)

## Implications

1. Based on hypothesis one, Impulsive buying by deciding to purchase (Y) immediately after recognizing the award (X) can be a good thing. But it is also can put the reputation of the hotel since usually those who do this rely heavily on the award aspect and do not further their research into the hotel. When their expectation does not meet, it can create a bad mouth to the hotel.
2. According to hypothesis two, The award (X) will likely to raise an intention (Z) more than an immediate decision (Y). Although a strong 0,470 coefficient variable is achieved by the award to consumer purchase intention, but only 0,317 will likely to further their interest into actual purchasing. This is not included those who probably decided not to purchase the service. Which means that despite a strong positive relationship between award and riet purchasing, it still pale in comparison to raising an intention first. Thus the intermediary variable still plays a major role in fishing consumer to buy the product.
3. The relationship between intention (Z) to purchase decision (Y) here is tightly knitted. It is statistically more likely for people to continue their intention into purchase than not, since when they have established interest mean that they have managed to seek something that

they might wanted and needed can be fulfilled by their choice.

4. When done properly, the acknowledgment of award received by the hotel can be a tremendous benefit. And when the award is spread out and known, people will have an increase interest in intending to purchase. This observation on the thesis proven that award can be a powerful tool in influencing interest to come into a decision. But the hardest will be to maintain a good relationships between these two right after the post purchase decision occurred, which this thesis does not discuss.

## CONCLUSION & RECOMMENDATION

### Conclusions

1. The award does directly influence consumer purchase decision. This mean that direct buying can be done by only looking at one factor.
2. The award does influence consumer purchase intention. This mean that the more the awards are received by the hotel, the more possibilities for people to intentionally purchase the product.
3. Consumer purchase intention influences does continue into consumer purchase decision. This mean that brand knowledge can lead to a consumption goal
4. The award influence consumer purchase decision through consumer purchase intention indirectly. This mean that the three variables does have relevancy with each other.

### Recommendations

1. For the hotel  
It is statistically proven in this thesis that award does benefit the business to attract more people. The authour recommends that the hotel took a full advantage of the situation and advertised the achievement properly. However, the hotel should hold true to the expectation the customer have when acknowledging the prestige.
2. For the Students  
This thesis hopefully able to really showcase the knowledge that we gain in classroom and how it applies to the real world. Furthermore, the author hoped that this thesis will give an extended insight into the world of hospitality industry.
3. For further reasearch  
For further research, the result of this research can be used as a reference or guide for further

researchers regarding the influence of several other factors that has similar concept of this. Finally, the author hoped that future researchers will elaborate more on this to even more precisely calculated the relationship between each factors.

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