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THE INFLUENCE OF BRAND IMAGE, PRICE, ELECTRONIC WORD OF MOUTH (E-WOM), AND COMFORT ON THE DECISION TO STAY AT MIDTOWN HOTEL BASUKI RACHMAT SURABAYA

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Abstract: Tourism is one activity where the purpose is to travel away from their usual place of residence. Tourism also need some accommodation, one of which is lodging accommodation. Surabaya itself has several hotels where, over time, the growth of hotels in Surabaya has increased, ranging from 1-star to 5-star hotels. One of the hotels in Surabaya is the Midtown Hotel Basuki Rachmat Surabaya, which is a 3-star hotel. The purpose of this research is to determine whether brand image, price, electronic word of mouth (E-WOM), and comfort influence the decision to stay at the Midtown Hotel Basuki Rachmat Surabaya. This research was conducted quantitatively with data collection using a questionnaire and analyzed using SPSS version 23. The sample in this study consisted of 100 respondents selected through purposive sampling. Based on the data analysis results of this research, it shows that the variables of brand image and price significantly influence the decision to stay, while electronic word of mouth (E-WOM) and comfort do not influence the decision to stay.

Keywords: Brand Image, Price, EWOM, Comfort, Stay Decision

1. Introduction

Tourism is an activity that has a purpose outside the places where people usually live, as well as other activities during their stay at the destination (Damanik, 2006) in Suot et al. (2021). According to ilmuperhotelan.my.id, there are several elements of tourism itself, one of which is accommodation. According to Nur and Fadili (2021), a hotel is an organization focused on the service industry that combines a product with a service. In Surabaya, there are many growing star-rated hotels, ranging from 1-star to 5-star hotels, as shown in Figure 1.

Pertumbuhan Hotel di Kota Surabaya

Jenis Hotel	Tahun Pertumbuhan									
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Bintang 1	5	5	5	5	5	5	5	7	7	7
Bintang 2	1	1	5	5	3	5	17	24	29	31
Bintang 3	13	13	17	18	21	23	47	46	46	49
Bintang 4	9	9	10	10	13	13	21	24	24	24
Bintang 5	5	5	6	6	6	6	9	9	9	9
Jumlah	**33**	**33**	**43**	**44**	**48**	**52**	**99**	**110**	**115**	**120**

Figure 1
The Growth of Hotels in the City of Surabaya
Sources : phrijawatimur.com (2020)

Figure 1 provides information that 3-star hotels are more numerous than 1-star, 2-star, 4-star, and 5-star hotels. Additionally, 3-star hotels have also experienced faster growth than other star-rated hotels, with 23 3-star hotels in 2016, which increased significantly to 47 hotels in 2017. One of the 3-star hotels in Surabaya is Midtown Hotel Basuki Rachmat Surabaya. Midtown Hotel Basuki Rachmat Surabaya has also felt the effects of this growth, as shown in Figure 1 regarding the data on the number of visitors staying at Midtown Hotel Basuki Rachmat Surabaya

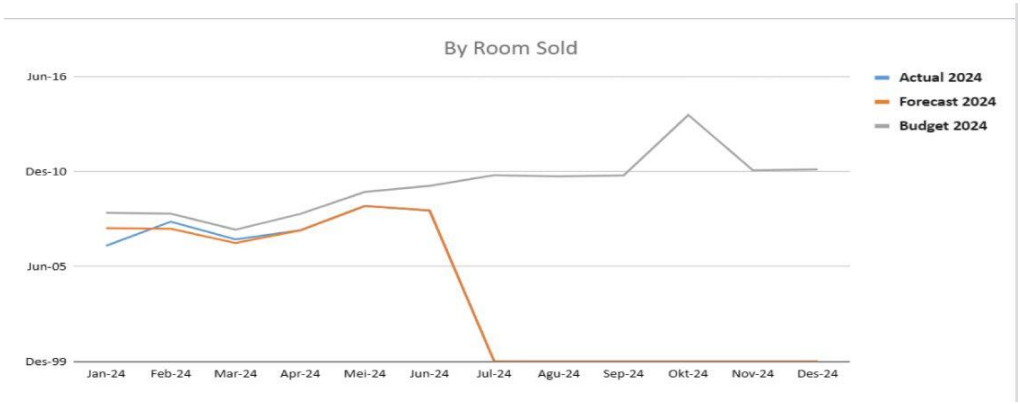


Figure 2
Visitor Data for Midtown Hotel Basuki Rachmat Surabaya
Sources : Data Midtown Hotel Basuki Rachmat Surabaya

Figure 2 shows that Midtown Hotel Basuki Rachmat Surabaya experienced an increase in the number of guests staying from January to April 2024, as seen in the graph sourced from Midtown Hotel Basuki Rachmat. This indicates that 3-star hotels in Surabaya are a popular choice for accommodation. Several factors support the decision to stay, including Brand Image, Service Quality, Facilities, Price, Promotion, Digital Marketing, Electronic Word of Mouth (E-WOM), Trust, Personality and Employee Service, Motivation and Lifestyle, Group Recommendations, Comfort, MICE, Customer Reviews, Security, Cleanliness, and Health (Sari, 2022), (Musthofa and Karsudjono, 2023), (Satcitanandadewi et al., 2023), (Sitongan, 2021). The author has chosen to focus on several supporting factors influencing the decision to stay, namely Brand Image, Price, Electronic Word of Mouth (E-WOM), and Comfort, as these factors are significant for accommodation decisions. Previous research has indicated that various factors contribute to the reasons for staying, such as brand image (Oktaviady et al., 2021). Companies cannot ignore the competition, so they must maintain their position through brand image to attract visitors or consumers to use their products or services. According to Artanto & Sukotjo (2016) in Lubis et al. (2023), the impact of brand image on the decision to stay is significant, making it essential for a hotel to build a positive perception or image among the public. The role of brand image is also crucial for companies, as it influences consumer decisions regarding accommodation and attracts more new customers to choose that hotel (Rosalina and Silitonga, 2018). This is further supported by research from Anastasya and Cyasmoro (2023), which emphasizes that brand image is important because it can affect consumers' purchase decisions.

In addition to brand image, another factor influencing consumer assessments when making a purchase decision is price (Sihombing et al., 2018). Generally, consumers have the opportunity to choose from various available offers, making price a determining factor (Owusu, 2013, in Athar, 2020). Price can reflect the value of a product or service, with the expectation that the seller or service provider will gain profit while consumers benefit from the product or service (Fadli et al., 2022). According to Katemung et al. (2018), price also affects accommodation decisions. The decisions made by hospitality business operators in offering appropriate prices will influence customer loyalty levels (Santia et al., 2022). Research by Sari and Prihartono (2021) also states that price is one of the important factors for consumers to consider when determining a purchase decision.

Another factor influencing the decision to stay is e-WOM (electronic word of mouth) (Poedjiono et al., 2020), (Wijaya and Megantari, 2023). E-WOM is a powerful tool for reviewing information that consumers want to know, as consumers typically seek information published by previous customers who are familiar with the product before making a purchase (Seo and Park, 2018). According to Jalivand & Samiei (2012) in Poedjiono et al. (2020), Electronic Word of Mouth (E-WOM) serves as a platform for consumers to express their opinions with a high level of accessibility and reach. The emergence of reviews based on suggestions from previous consumers on a sharing review platform can encourage other consumers to make decisions about purchasing products or services. E-WOM refers to any positive or negative statement made by actual or potential consumers regarding the products or services of a company that are available to the public or institutions via the internet (Hennig-Thurau et al., 2004, in Sultana and Vasantha, 2019).

Comfort is also a significant factor influencing the decision to stay (Yulianti and Widagdo, 2022), indicating that comfort is perceived by individuals based on the service they receive. Comfort is an important factor in influencing purchasing decisions (Ischaq and Himawan, 2022), (Muawiyah et al., 2023).

2. Literature Review

Brand Image

Brand Image is the perception consumers have about a brand or service that positively influences a company (Widayati et al., 2020). According to Mahmudah and Tiarawati (2013) in Irwan and Wibowo (2021), brand image is a perception of the brand that reflects consumers' memories and associations with it. Mitra and Jenamani (2020) state that brand image encompasses everything in customers' minds, including their preferences, enthusiasm, and characteristics related to the product, making it a reference point when comparing with other products.

Suhaily (2017) in Firmansyah and Purwanto (2022) asserts that brand image is the state in which a brand influences consumer behavior, particularly in relation to purchasing decisions. Research by Mahiri (2020) indicates that brand image comprises the beliefs and impressions of a brand in consumers' minds. The indicators of Brand Image used in this study, according to Indrawati and Pattinama (2021), are:

1. Easy to remember
2. Easy to recognize
3. Has a good reputation

Price

Putri and Saragih (2023) state that price is the total value that consumers will exchange for a certain amount of benefits from using a good or service. Sofiani and Lauren (2023) describe price as the complete value in a transaction for consumers to obtain profit for those who own the goods or services. According to Pasaribu et al. (2019), price is a monetary unit or measure that consumers can exchange to gain ownership or use of a good or service, which will later help meet needs and generate profits for the company.

Nasution (2019) explains that price is a determining factor for a brand's success because it can influence the revenue generated from the sale of its products. The indicators of price used in this study, according to Sofiani and Lauren (2023), are:

1. Affordability of price.
2. Suitability of price to product quality.
3. Price competitiveness.
4. Appropriateness of price to benefits

Electronic Word Of Mouth (EWOM)

According to Astuti (2020), Electronic Word of Mouth (E-WOM) is a statement created by previous consumers regarding a product or company, where this information becomes available to others or institutions through the internet. According to Jalilvand and Samiei (2012) in Poedjiono et al. (2020), electronic word of mouth (E-WOM) serves as a platform for consumers who wish to share their opinions, with these opinions having high accessibility and wide reach. Astuti (2020) also states that electronic word of mouth is a statement made by previous consumers about a product, which can be viewed by others through the internet. Akbar et al. (2019) note in their research that electronic word of mouth is a modification of traditional word of mouth, with electronic word of mouth being more effective due to its easier accessibility and extensive reach.

The indicators of Electronic Word of Mouth (E-WOM) used in this study, according to Goyette et al. (2010) in Sinaga and Sulistiono (2020), are:

1. Opinions on social networks.
2. Positive feedback from consumers.
3. Content of information from social networking sites related to products or services

Comfort

Comfort is a feeling that arises when consumers use a product to evaluate it; if they feel satisfied with the product, they are less likely to switch to another one (Sanjaya and Sawitri, 2018). According to Choirunisa et al. (2023), comfort is a range of feelings from most comfortable to least comfortable, assessed based on individual perceptions of what is comfortable for them, which may not necessarily be the same for others. Zed et al. (2023) state that comfort is a condition where basic needs are met, resulting in a sense of ease. The indicators of Comfort used in this study, according to Hasanah (2018), are:

1. Cleanliness of the environment
2. Appropriate room temperature
3. Safety provided

Decision To Stay

Kristanto and Wahyuni (2019) state that the decision to stay is an activity in the decision-making process carried out by consumers to choose accommodations or hotels that will be used

as temporary residences. According to Taan et al. (2020), the decision to stay is a process where consumers go through several stages to arrive at the right decision for purchasing a hospitality service.

Chafizah et al. (2022) indicate that the decision to stay is a process in which consumers go through multiple stages with the aim of obtaining the right decision when making a purchase. The indicators of the decision to stay used in this study, according to Ratna Dwi Jayati (2017: 37) in Wati (2022), are:

1. Certainty about a product
2. Purchasing habits regarding the product
3. Providing recommendations to others
4. Making repeat purchases

Hypothesis

H1: Brand Image influences the Decision to Stay
H2: Price influences the Decision to Stay
H3: Electronic Word of Mouth (E-WOM) influences the Decision to Stay
H4: Comfort influences the Decision to Stay

3. Method

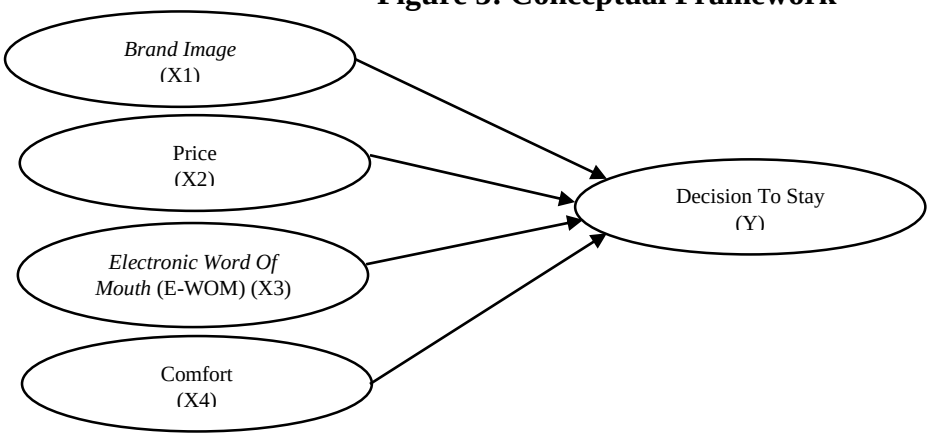
The researcher used a quantitative method in this study. The sample for the research was obtained using purposive sampling, with the criteria for respondents being: a) aged ≥ 25 years, and b) having stayed at Midtown Hotel Basuki Rachmat Surabaya at least once. The total sample consisted of 100 respondents, using the formula of 15 times the number of independent variables (Ferdinand, 2014:173).

Data was collected through a questionnaire distributed via social media using Google Forms to respondents who met the sample criteria. The questionnaire measurement was supported by a Likert Scale, which included a scale of 1-5 for respondent assessments (Sugiyono, 2019:167). Data analysis involved Validity Testing, Reliability Testing, Classical Assumption Testing, Descriptive Analysis, Multiple Linear Regression Analysis, Coefficient of Determination Testing, and t Testing.

Analysis Model

The model used for this study is shown in Figure 3.

Figure 3: Conceptual Framework



4. Result and Discussion

Research Results

Validity Test Results

The results of the validity test of the processed data are shown in Table 1.

Tabel 1.
Validity Test Results

No	Variabel	table R	calculated R	Description
1	*Brand Image* (X1)	0.1966	0.815	Valid
		0.1966	0.805	Valid
		0.1966	0.758	Valid
2	Price (X2)	0.1966	0.825	Valid
		0.1966	0.782	Valid
		0.1966	0.733	Valid
		0.1966	0.756	Valid
3	*Electronic Word Of Mouth* (E-WOM) (X3)	0.1966	0.803	Valid
		0.1966	0.808	Valid
		0.1966	0.800	Valid
4	Comfort (X4)	0.1966	0.821	Valid
		0.1966	0.771	Valid
		0.1966	0.812	Valid
5	Decision To Stay (Y)	0.1966	0.756	Valid
		0.1966	0.839	Valid
		0.1966	0.818	Valid
		0.1966	0.808	Valid

Sources : Data processed by the researcher using SPSS 23

Table 1 provides information that the statement items from all variables tested through the validity test are deemed valid because the calculated r value is greater than the table r value, which is 0.1966.

Reliability Test Results

The results of the reliability test of the processed data are shown in Table 2

Table 2.
Reliability Test Results

Variabel	Cronbach's Alpha	Conclusion
Brand Image (X1)	0,702	Reliabel
Price (X2)	0,776	Reliabel
Electronic Word Of Mouth (E-WOM) (X3)	0,721	Reliabel
Comfort (X4)	0,721	Reliabel
Decision To Stay (Y)	0,817	Reliabel

Sources: Data processed by the researcher using SPSS 23

Table 2 shows the results of the reliability test in this study, where all variables have a Cronbach's alpha value greater than 0.60. Therefore, all variables in this assessment can be considered reliable.

Results of Classical Assumption Testing

The data obtained in this study have met the normality test, as the regression model fulfills the assumption of normality. Furthermore, the data from this research have met the multicollinearity test, as all variables have a tolerance value > 0.1 and VIF < 10.00, indicating that the independent variables do not exhibit multicollinearity. Similarly, regarding the heteroscedasticity test, the graph shows no clear pattern, and the plot points are randomly distributed. Thus, it can be identified that heteroscedasticity does not occur in this study.

Results of Multiple Linear Regression Testing

The following are the results of the Multiple Linear Regression Test; the formula used in this study is as follows :

Y = -0,608 + 0,366X1 + 0,634X2 + 0,019X3 + 0,137X4

Results of the Coefficient of Determination (R^2) Test

The results of this study show that R Square is 0.697 and Adjusted R Square is 0.684 (68.4%). This means that brand image (X1), price (X2), electronic word of mouth (E-WOM) (X3), and comfort (X4) have a strong contribution to the decision to stay (Y), while the remaining 31.6% is contributed by other variables.

t Test Results

In this study, the researcher used a two-tailed t test ($\alpha = 0.05$). The results of the t test can be seen in Table 3.

Table 3.
T Test Results

Model	t	Sig.
1 (Constant)	-.477	.634
Brand Image	3.379	.001
Price	6.502	.000
Electronic Word Of Mouth (E-WOM)	.163	.871
Comfort	1.091	.278

Sources: Data processed by the researcher using SPSS 23

Based on Table 3, it provides information that :

1. **The Influence of Brand Image on the Decision to Stay**
   Based on the t test results in Table 3, the calculated t value is 3.379 > the table t value of 1.985, and the significance value is 0.001 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that brand image (X1) has a significant influence on the decision to stay (Y). This means that hotel guests, when deciding to stay at Midtown Hotel Basuki Rachmat Surabaya, consider the brand to be memorable, recognizable, and well-reputed. This is consistent with the descriptive analysis results for statement X1.1, which received the highest score of 4.39, indicating that "Midtown Hotel Basuki Rachmat Surabaya is easy to

remember." This research aligns with previous studies that state brand image influences the decision to stay (Oktaviady et al. (2021), Artanto & Sukotjo (2016) in Lubis et al. (2023)).

2. **The Influence of Price on the Decision to Stay**
   Based on the t test results in Table 3, the calculated t value is 6.502 > the table t value of 1.985, and the significance value is 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that price (X2) has a significant influence on the decision to stay (Y). This means that hotel guests, when deciding to stay at Midtown Hotel Basuki Rachmat Surabaya, consider the price to be affordable, the quality of the product to match the price, the price to be competitive with similar competitors, and the offered price to align with the benefits received. This is consistent with the descriptive analysis results for statement X2.2, which received the highest score of 4.43, indicating that "Midtown Hotel Basuki Rachmat Surabaya offers product quality that matches the price." This research aligns with previous studies that state price influences the decision to stay (Sinuhaji (2020), Febriani et al. (2023)).

3. **The Influence of Electronic Word of Mouth (E-WOM) on the Decision to Stay**
   Based on the t test results in Table 3, the calculated t value is 0.163 < the table t value of 1.985, and the significance value is 0.871 > 0.05. Therefore, H0 is accepted and Ha is rejected, indicating that Electronic Word of Mouth (E-WOM) (X3) does not influence the decision to stay (Y). This means that hotel guests, when deciding to stay at Midtown Hotel Basuki Rachmat Surabaya, do not consider opinions about the hotel found on social media, positive comments on social media, or the content of information related to the products or services provided, because guests believe that other hotels also receive similar feedback. This is consistent with the descriptive analysis results for statement X3.1, which received the lowest score of 4.31, indicating that "Opinions about Midtown Hotel Basuki Rachmat Surabaya can be found on social media." This research aligns with previous studies that state electronic word of mouth (E-WOM) does not influence the decision to stay (Putri and Indrawati (2023)), as hotel guests perceive that electronic word of mouth (E-WOM) does not only convey negative aspects, but also includes positive experiences that can be shared based on guests' stays.

4. **The Influence of Comfort on the Decision to Stay**
   Based on the t test results in Table 3, the calculated t value is 1.091 < the table t value of 1.985, and the significance value is 0.278 > 0.05. Therefore, H0 is accepted and Ha is rejected, indicating that comfort (X4) does not influence the decision to stay (Y). This means that hotel guests, when deciding to stay at Midtown Hotel Basuki Rachmat Surabaya, do not consider the cleanliness of the facilities, the appropriate room temperature, and the security provided to guests, because they believe that the standards of three-star hotels are generally the same in terms of guest comfort. This is consistent with the descriptive analysis results for statement X4.2, which received the lowest score of 4.4, indicating that "Midtown Hotel Basuki Rachmat Surabaya has an appropriate room temperature." This research aligns with previous studies that state comfort does not influence purchasing decisions (Saefudin (2017)).

5. Conclusions

Based on the results of the research conducted, several conclusions can be drawn:

1. Brand Image has a significant effect on the Decision to Stay at Midtown Hotel Basuki Rachmat Surabaya, meaning that when hotel guests consider staying, they perceive the Midtown Hotel Basuki Rachmat Surabaya brand as memorable.
2. Price significantly influences the Decision to Stay at Midtown Hotel Basuki Rachmat Surabaya, indicating that when hotel guests decide to stay, they consider the quality of the product in relation to its price.
3. Electronic Word of Mouth (E-WOM) does not influence the Decision to Stay at Midtown Hotel Basuki Rachmat Surabaya, meaning that when hotel guests decide to stay, they do not refer to opinions found on social media.

Comfort does not affect the Decision to Stay at Midtown Hotel Basuki Rachmat Surabaya, meaning that when hotel guests consider staying, they do not take the appropriate room temperature into account.

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