

UNIVERSITAS INTERNATIONAL BATAM

Bachelor Thesis
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**ANALYSIS INFLUENCE OF BRAND IMAGE, PRICE, TRUST, AND
VALUE ON PURCHASE INTENTION BOOKING HOTEL ONLINE**

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Abstract

The Internet has become an important distribution channel in the hospitality industry because it is not like the traditional hotel booking with travel agents and hotel bookings online can offer benefits to consumers. To find out whether the factors that influence the purchase intentions of booking hotel online, then conducted research how to know about the analysis influence of Brand Image, Price, Trust, and Value on purchase intention booking hotel online.

The study used in this research is non-probability sampling method. And using statistical methods of multiple regression analysis with the number of sample of 345 respondents.

The results showed that Brand Image, Price, Trust and Value variables have positive and significant effect on the interest of buy hotel booking online.

Keywords: Brand Image, Price, Trust, Value, Buy Interest