

UNIVERSITAS INTERNASIONAL BATAM

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THE EFFECT OF PERCEIVED VALUE AND TRUST ON INTENTION TO BOOK HOTELS IN BATAM BETWEEN STUDENTS IN UNIVERSITAS INTERNASIONAL BATAM

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Abstract

Hotel accommodation in Batam has become commonplace for Batam International University students. This is a good opportunity for hotel owners to offer their hotels. In this study, carried out with the aim of knowing the effect of perceived value and trust on intentions to book a hotel in Batam for students of Universitas Internasional Batam. The method used by the author is a quantitative method using a model of Kim Kim Park and sample techniques based on area proportionally by distributing questionnaires from Google forms to students of Universitas Internasional Batam for 2016 generation, 2017 generation, 2018 generation and 2019 generation by having 361 respondents and the results were analyzed using SPSS version 22. The results of this study indicate that perceived value has a significant positive effect on intention to book, especially perceived value in the quality then follow by price price and finally value sections. Besides perceived value, trust also has a significant positive effect on hotel intention to book.

Keywords: *Intention to Book, Perceived Value, Trust, Universitas Internasional Batam students, Hotel*